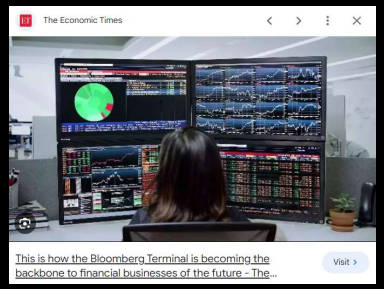
Chicago + Washington, DC - P18+ Users of RAIL Transportation!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ past 7 days Users of CTA "L"/Subway and Metra (suburbs) in the Chicago DMA. Metrorail/Subway past 7 days, Amtrak Acela or Other Amtrak Train past 12mos in the Washington, DC, DMA as of April 2024!





Metra (Suburbs) – Chicago



CTA "L"/Subway – Chicago



Metrorail/Subway – Washington DC





Amtrak Acela – Washington, DC



Other Amtrak Trains – Washington DC

P18+

Mode of transportation past 7 days (any purpose): Metra (suburbs)
Mode of transportation past 7 days (any purpose): CTA 'L'/Subway (Chicago)
Mode of transportation past 7 days (any purpose): Metrorail (subway)
Traveled by Acela/other Amtrak train past 12 mo: Acela
Traveled by Acela/other Amtrak train past 12 mo: Other Amtrak train

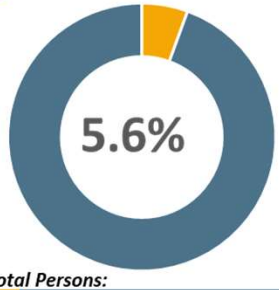
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.



5.6% or 419,931 of CHICAGO DMA Adults 18 or older are past 7 days users of METRA (suburbs) Rail. Typical Adults 18 or older who are past 7 days users of METRA (suburbs) Rail are 44. years old (9.2% younger than average) and have a $128,096 (25.% higher than average) annual household income.

Percent of Market: Adults 18 or older

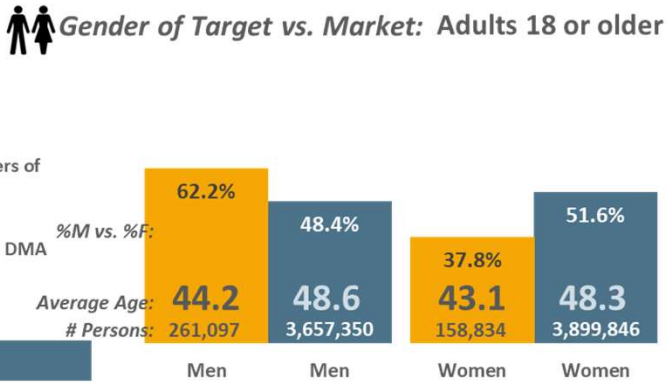


- who are past 7 days users of METRA (suburbs) Rail
- Remainder of CHICAGO DMA

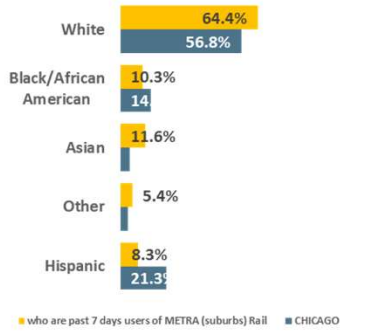
Total Persons:

419,931	7,137,265

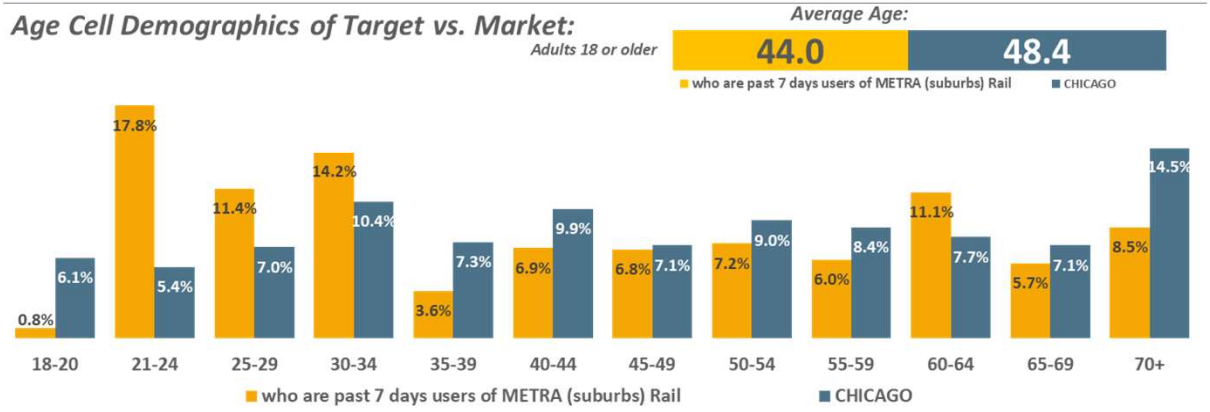
Gender of Target vs. Market: Adults 18 or older



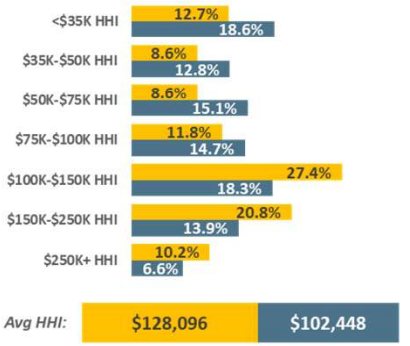
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 189

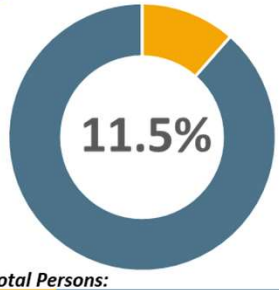
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Mode of transportation past 7 days (any purpose): Metra (suburbs)



11.5% or 867,235 of CHICAGO DMA Adults 18 or older are past 7 days users of CTA "L"/Subway Rail. Typical Adults 18 or older who are past 7 days users of CTA "L"/Subway Rail are 40. years old (17.3% younger than average) and have a $99,413 (3.% lower than average) annual household income.

Percent of Market: Adults 18 or older

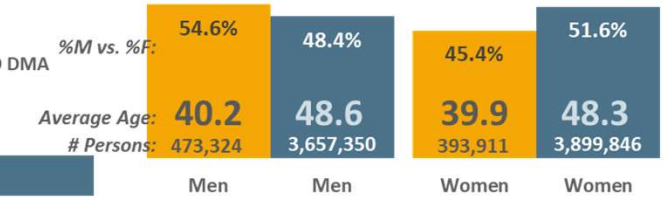


- who are past 7 days users of CTA "L"/Subway Rail
- Remainder of CHICAGO DMA

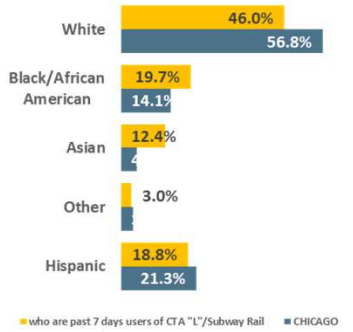
Total Persons:

867,235 | 6,689,961

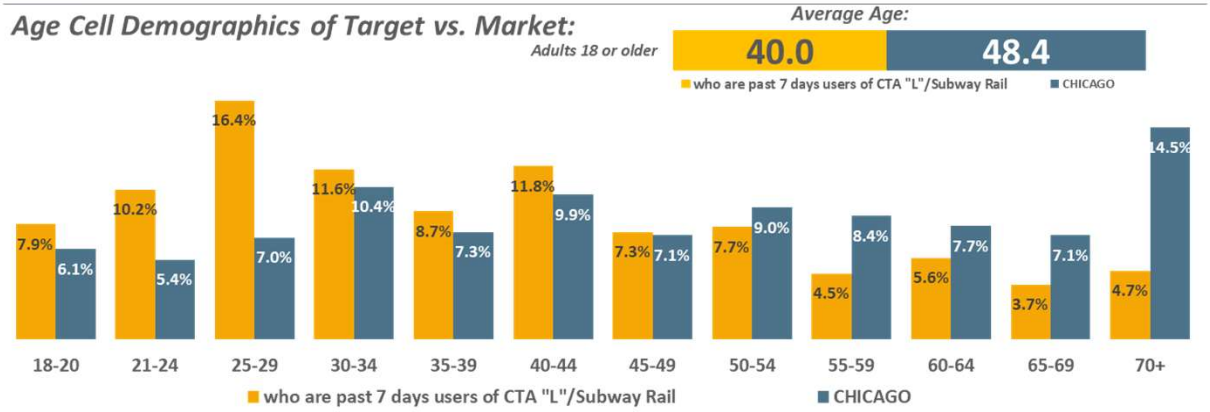
Gender of Target vs. Market: Adults 18 or older



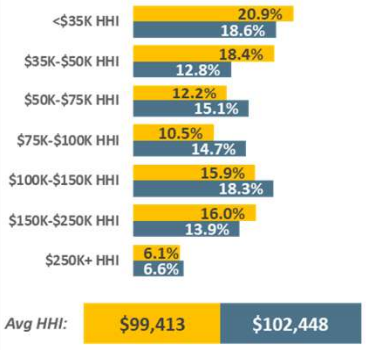
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 413

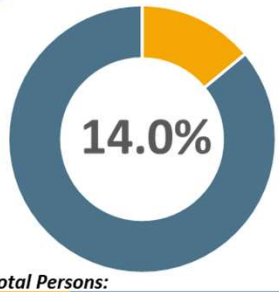
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Mode of transportation past 7 days (any purpose): CTA 'L'/Subway (Chicago)



14.4% or 792,910 of WASHINGTON, DC DMA Adults 18 or older are past 7 days users of METRORAIL (Subway) Rail. Typical Adults 18 or older who are past 7 days users of METRORAIL (Subway) Rail are 41.4 years old (13.5% younger than average) and have a $149,227 (16.3% higher than average) annual household income.

Percent of Market: Adults 18 or older

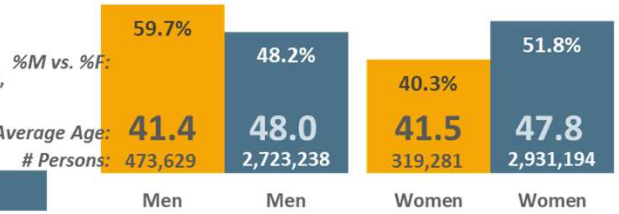


- who are past 7 days users of METRORAIL (Subway) Rail
- Remainder of WASHINGTON, DC DMA

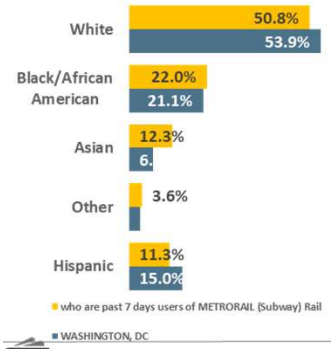
Total Persons:



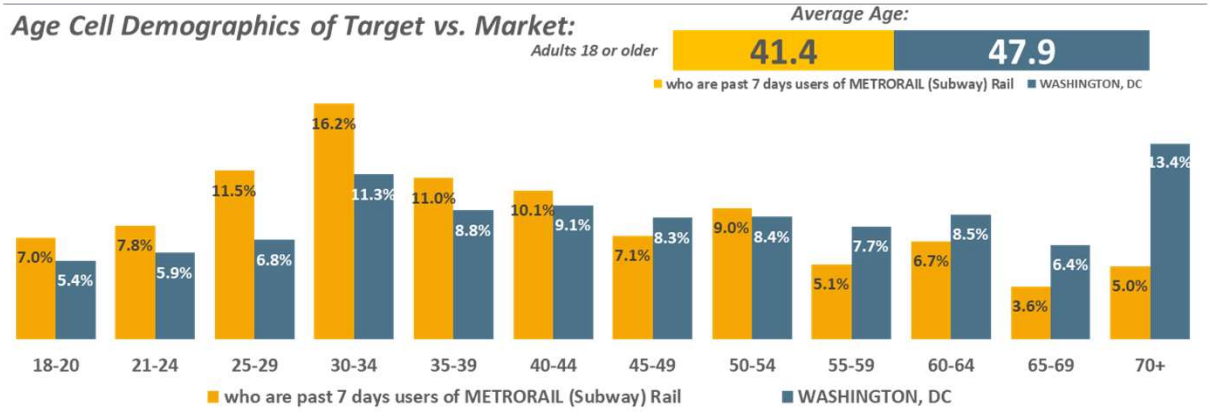
Gender of Target vs. Market: Adults 18 or older



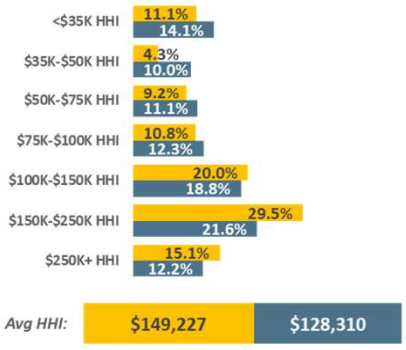
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 807

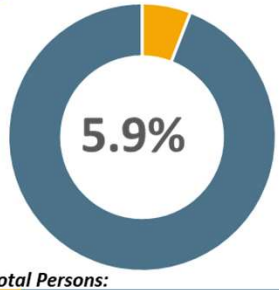
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Mode of transportation past 7 days (any purpose): Metrorail (subway)



5.9% or 333,554 of WASHINGTON, DC DMA Adults 18 or older are past 12mos users of AMTRAK ACELA Rail. Typical Adults 18 or older who are past 12mos users of AMTRAK ACELA Rail are 43.9 years old (8.3% younger than average) and have a $182,910 (42.6% higher than average) annual household income.

Percent of Market: Adults 18 or older

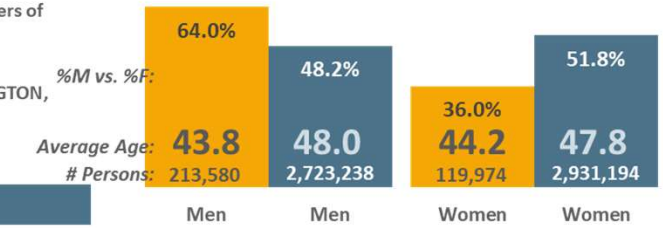


- who are past 12mos users of AMTRAK ACELA Rail
- Remainder of WASHINGTON, DC DMA

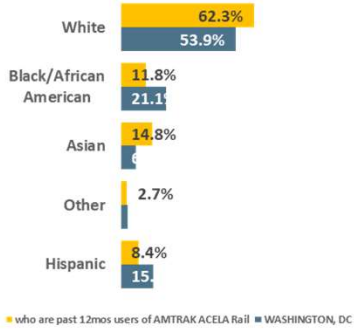
Total Persons:



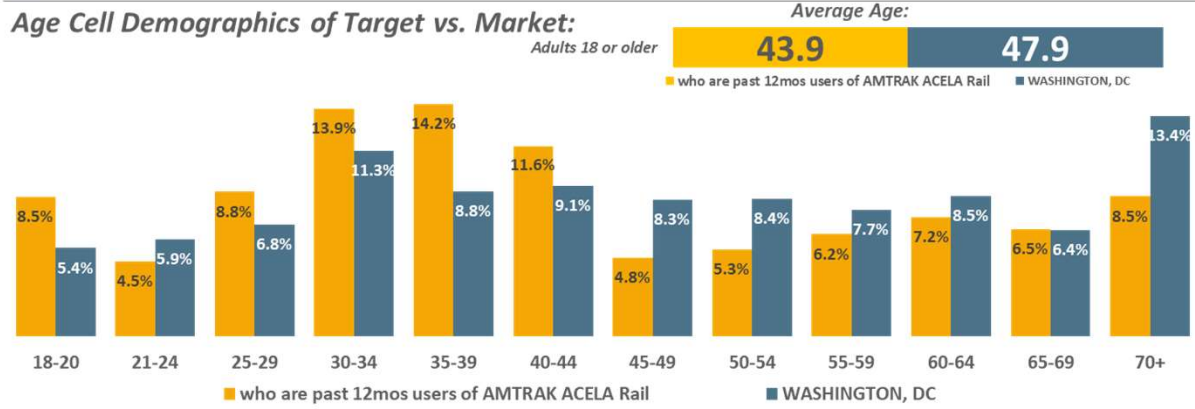
Gender of Target vs. Market: Adults 18 or older



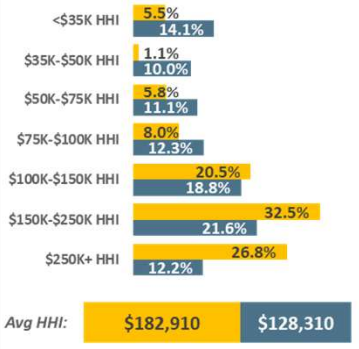
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 316

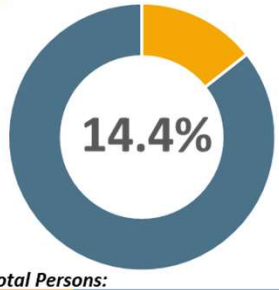
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Traveled by Acela/other Amtrak train past 12 mo: Acela



14.4% or 813,626 of WASHINGTON, DC DMA Adults 18 or older are past 12mos users of OTHER AMTRAK Rail. Typical Adults 18 or older who are past 12mos users of OTHER AMTRAK Rail are 41.9 years old (12.5% younger than average) and have a $153,053 (19.3% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who are past 12mos users of OTHER AMTRAK Rail
- Remainder of WASHINGTON, DC DMA

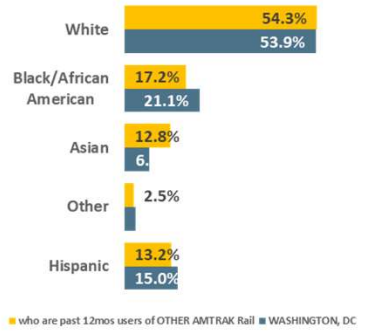
Total Persons:



Gender of Target vs. Market: Adults 18 or older

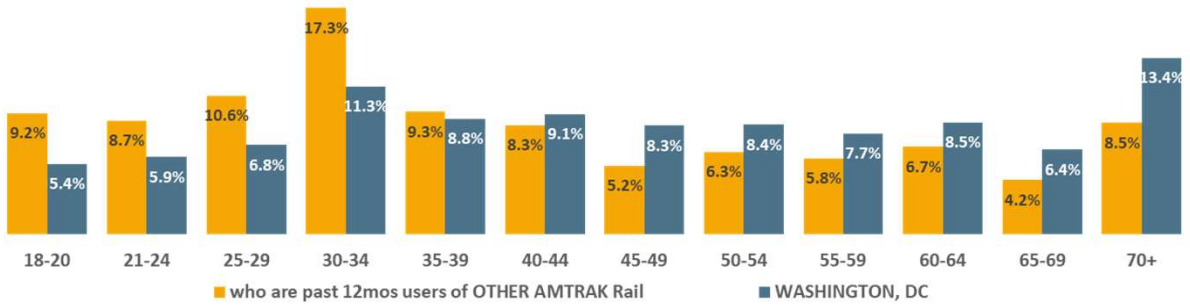
	Men	Men	Women	Women
%M vs. %F:	50.7%	48.2%	49.3%	51.8%
Average Age:	41.9	48.0	41.9	47.8
# Persons:	412,628	2,723,238	400,998	2,931,194

Ethnicity of Target vs. Market:

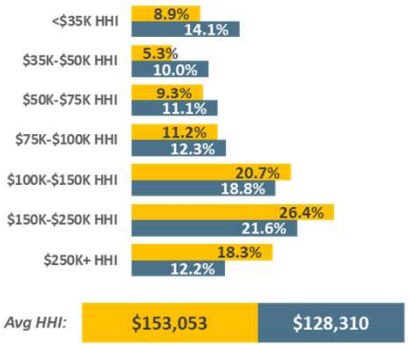


Age Cell Demographics of Target vs. Market:

Adults 18 or older	*Average Age:*	
	41.9	47.9



HHI of Target vs. Market:



Avg HHI:	$153,053	$128,310

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 766

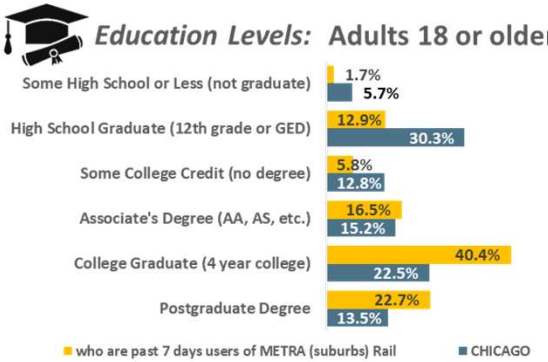
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Traveled by Acela/other Amtrak train past 12 mo: Other Amtrak train

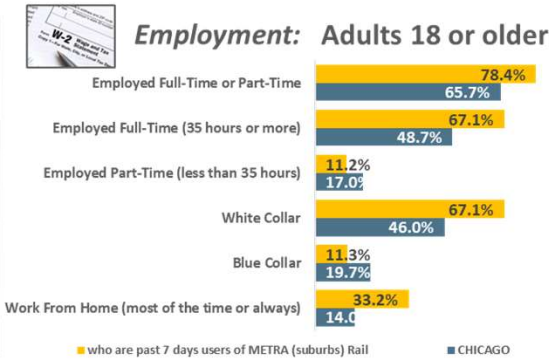


5.6% or 419,931 of CHICAGO DMA Adults 18 or older are past 7 days users of METRA (suburbs) Rail. Adults 18 or older who are past 7 days users of METRA (suburbs) Rail are 75.3% more likely to be a college graduate, 37.8% more likely to work full-time, 13.4% more likely to be married, 3.% less likely to be a parent of 1 or more children under 18.

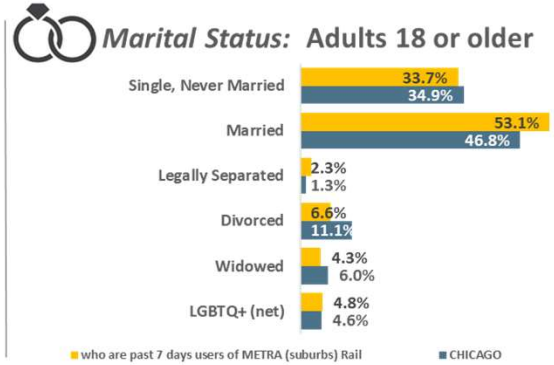
Education Levels: Adults 18 or older



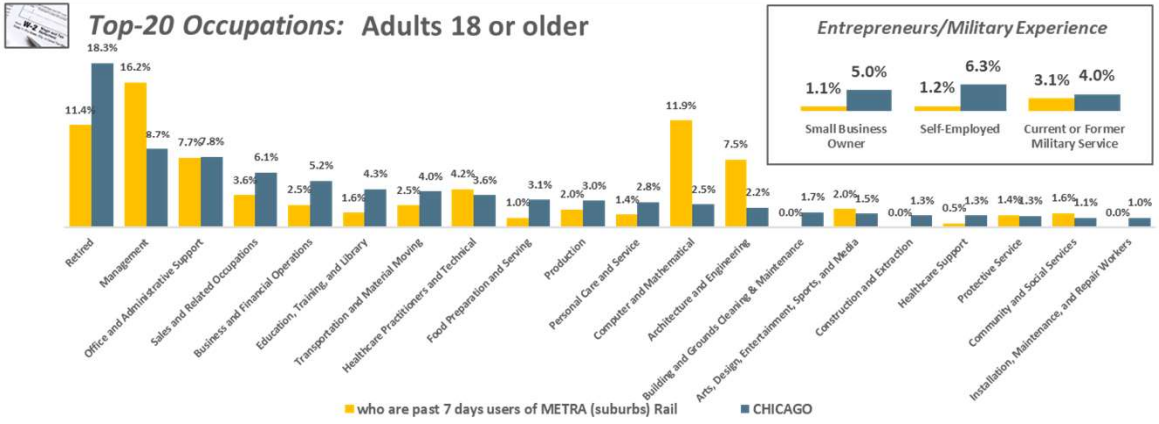
Employment: Adults 18 or older



Marital Status: Adults 18 or older

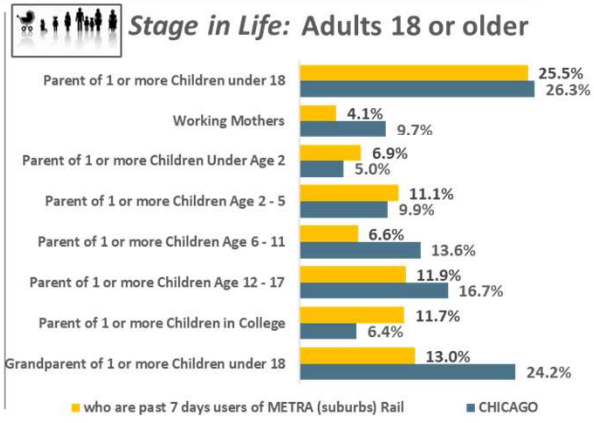


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 189

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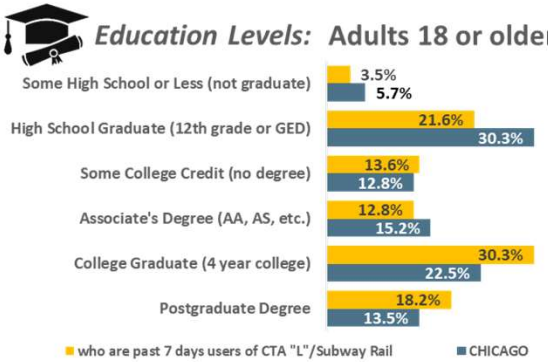
Mode of transportation past 7 days (any purpose): Metra (suburbs)

Chicago Transit Authority

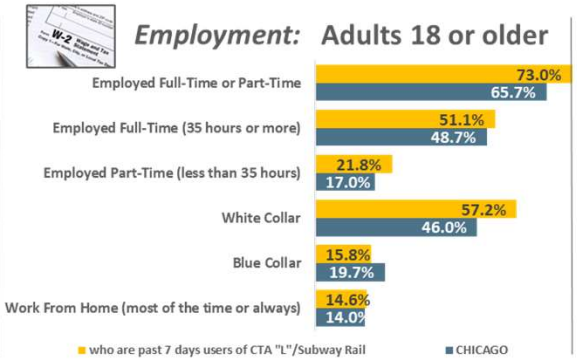


11.5% or 867,235 of CHICAGO DMA Adults 18 or older are past 7 days users of CTA "L"/Subway Rail. Adults 18 or older who are past 7 days users of CTA "L"/Subway Rail are 34.8% more likely to be a college graduate, 5.% more likely to work full-time, 32.1% less likely to be married, 27.3% less likely to be a parent of 1 or more children under 18.

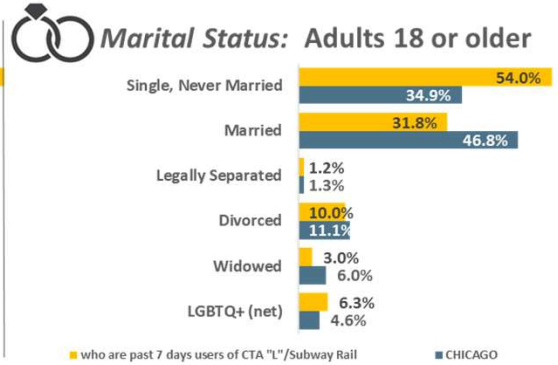
Education Levels: Adults 18 or older



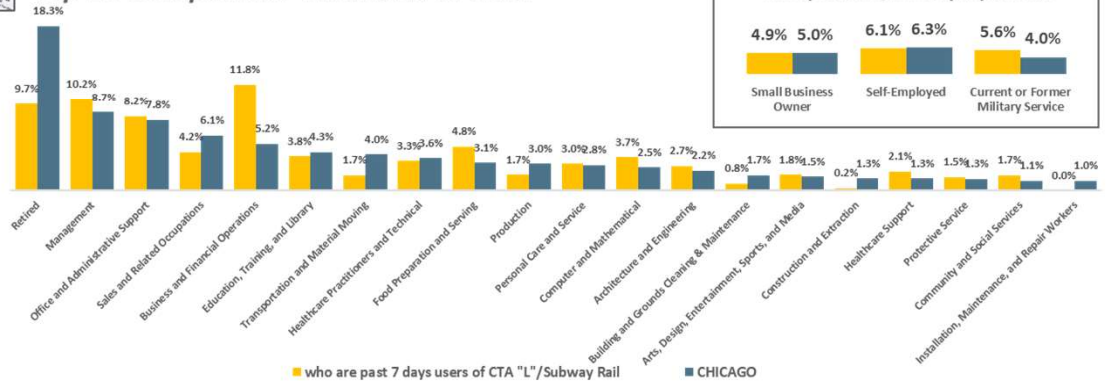
Employment: Adults 18 or older



Marital Status: Adults 18 or older

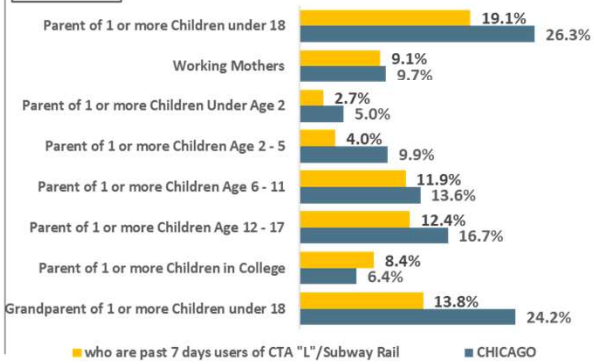


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 413

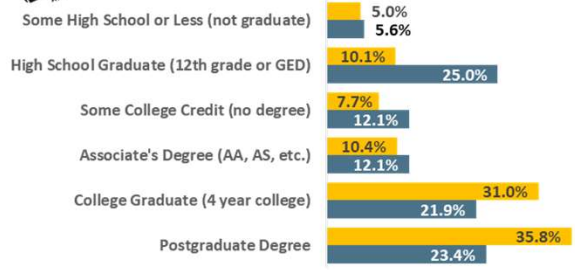
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Mode of transportation past 7 days (any purpose): CTA 'L'/Subway (Chicago)

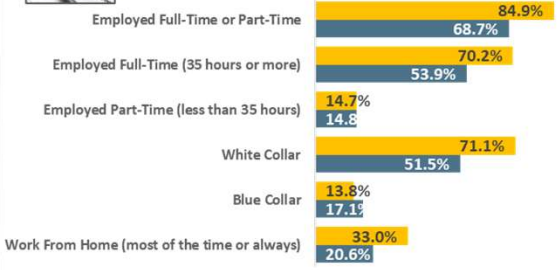


14.4% or 792,910 of WASHINGTON, DC DMA Adults 18 or older are past 7 days users of METRORAIL (Subway) Rail. Adults 18 or older who are past 7 days users of METRORAIL (Subway) Rail are 47.7% more likely to be a college graduate, 30.3% more likely to work full-time, 12.4% less likely to be married, 35.5% less likely to be a parent of 1 or more children under 18.

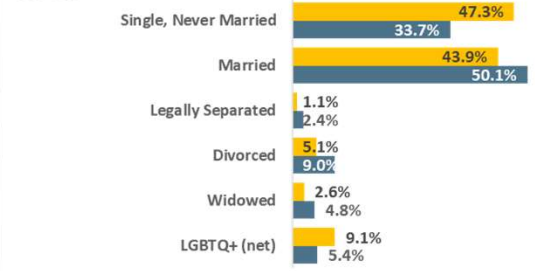
Education Levels: Adults 18 or older



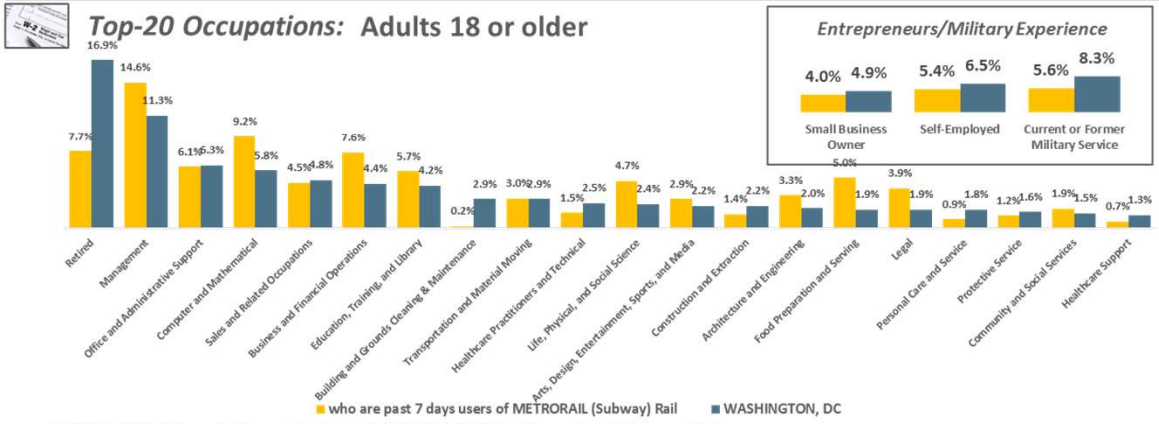
Employment: Adults 18 or older



Marital Status: Adults 18 or older

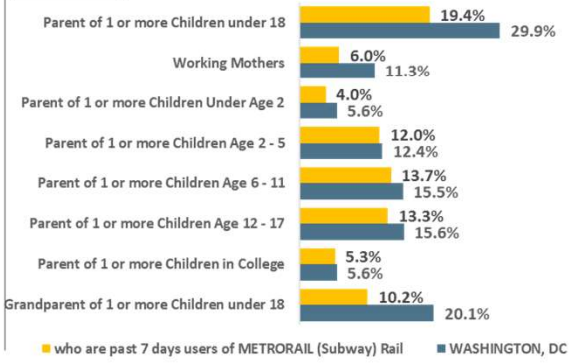


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 807

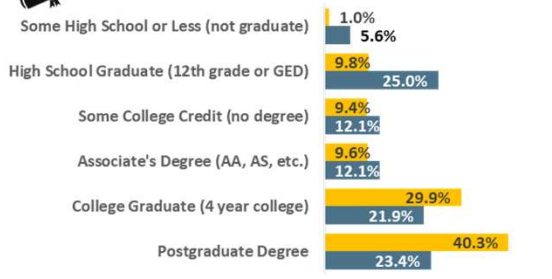
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Mode of transportation past 7 days (any purpose): Metrorail (subway)

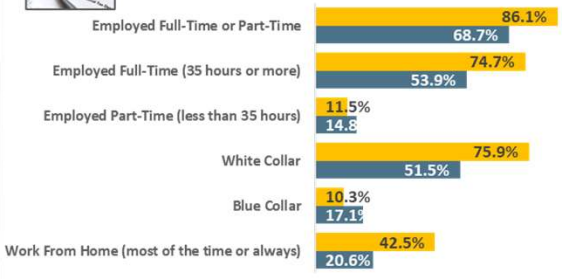


5.9% or 333,554 of WASHINGTON, DC DMA Adults 18 or older are past 12mos users of AMTRAK ACELA Rail. Adults 18 or older who are past 12mos users of AMTRAK ACELA Rail are 55.4% more likely to be a college graduate, 38.5% more likely to work full-time, 6.% less likely to be married, 32.5% less likely to be a parent of 1 or more children under 18.

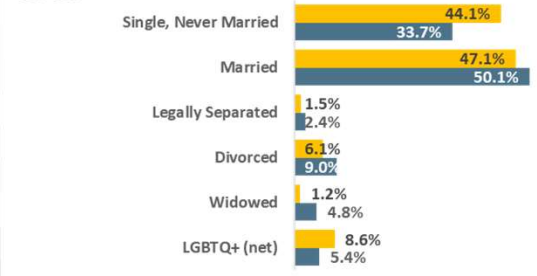
Education Levels: Adults 18 or older



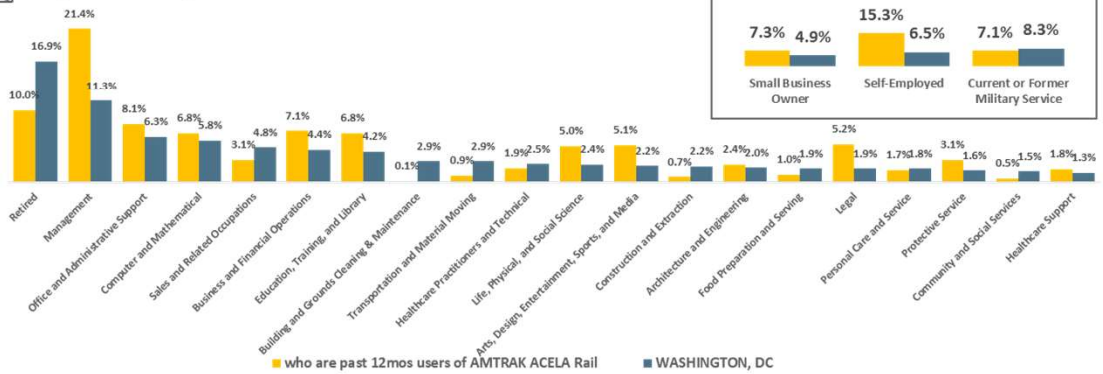
Employment: Adults 18 or older



Marital Status: Adults 18 or older

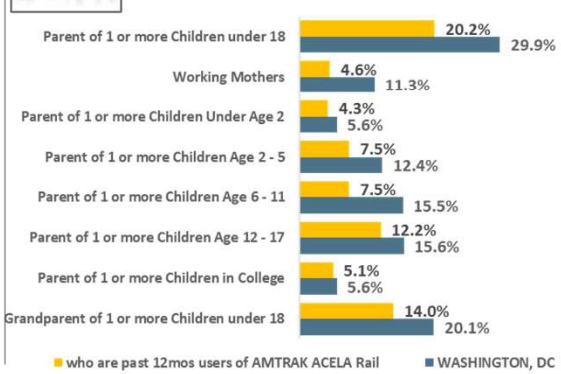


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 316

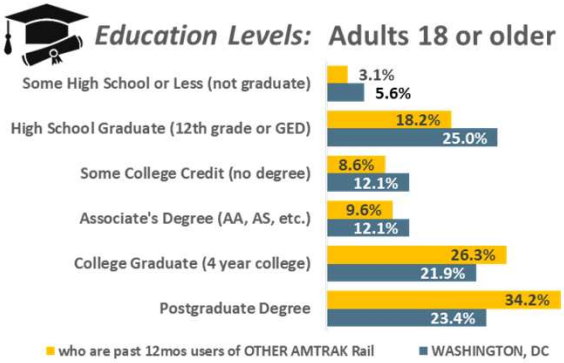
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Traveled by Acela/other Amtrak train past 12 mo: Acela

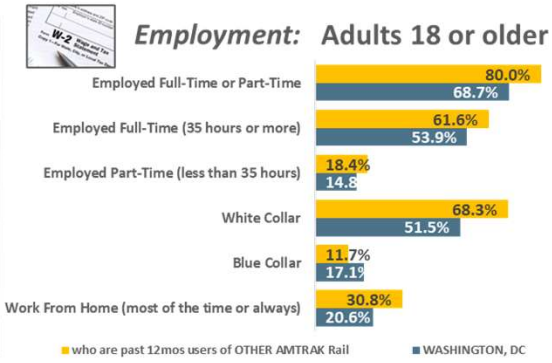


14.4% or 813,626 of WASHINGTON, DC DMA Adults 18 or older are past 12mos users of OTHER AMTRAK Rail. Adults 18 or older who are past 12mos users of OTHER AMTRAK Rail are 33.7% more likely to be a college graduate, 14.3% more likely to work full-time, 20.4% less likely to be married, 25.3% less likely to be a parent of 1 or more children under 18.

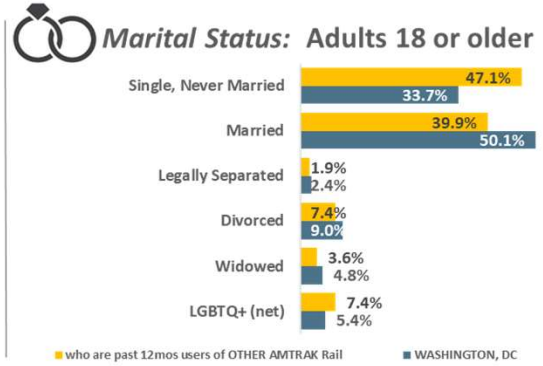
Education Levels: Adults 18 or older



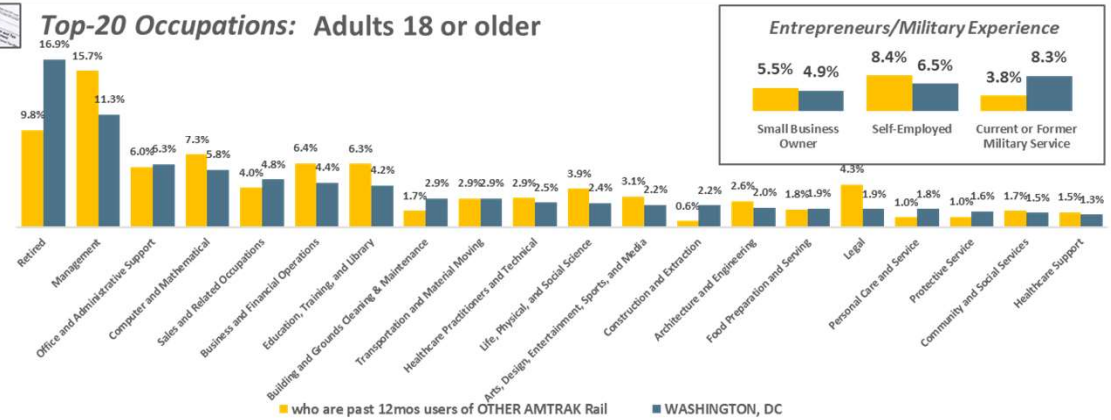
Employment: Adults 18 or older



Marital Status: Adults 18 or older

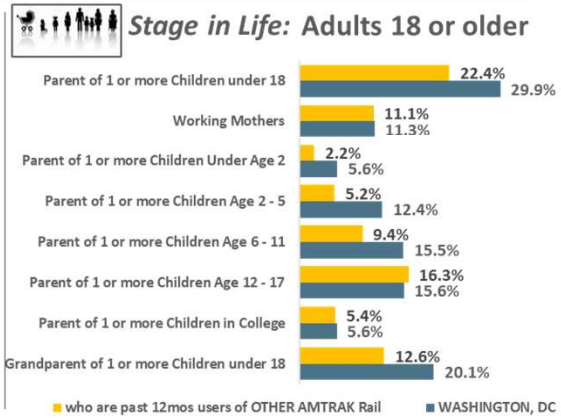


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 766

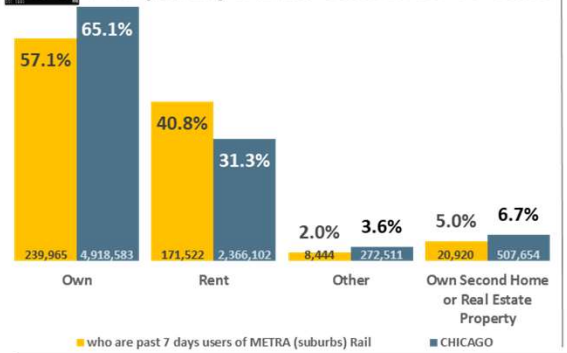
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Traveled by Acela/other Amtrak train past 12 mo: Other Amtrak train

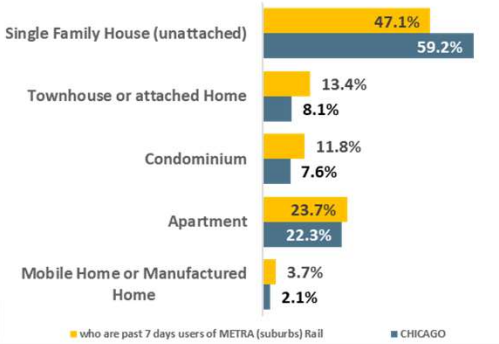


5.6% or 419,931 of CHICAGO DMA Adults 18 or older are past 7 days users of METRA (suburbs) Rail. Adults 18 or older who are past 7 days users of METRA (suburbs) Rail are 12.2% less likely to own their home, 15.3% more likely to own a higher valued home, 20.4% less likely to have a single-family home, 11.4% less likely to have a dog.

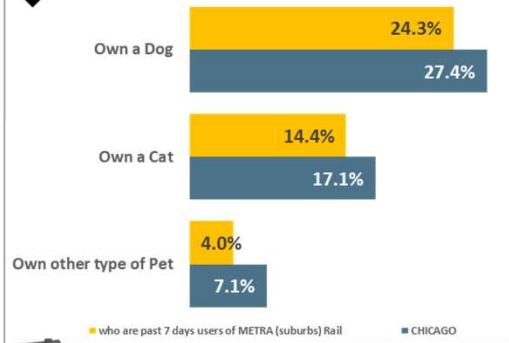
Own/Rent/Other: Adults 18 or older



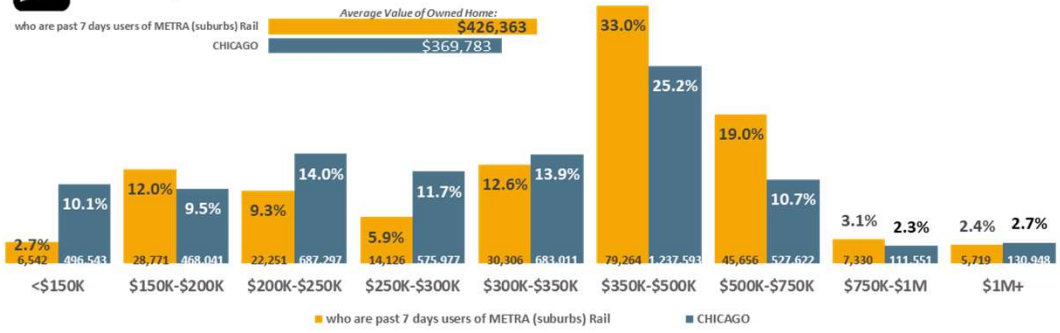
Type of Home: Adults 18 or older



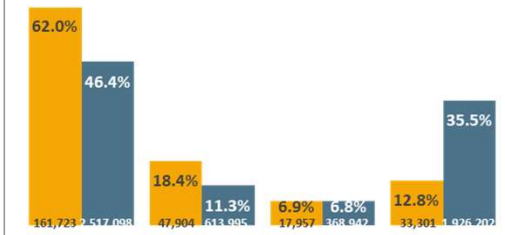
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 189

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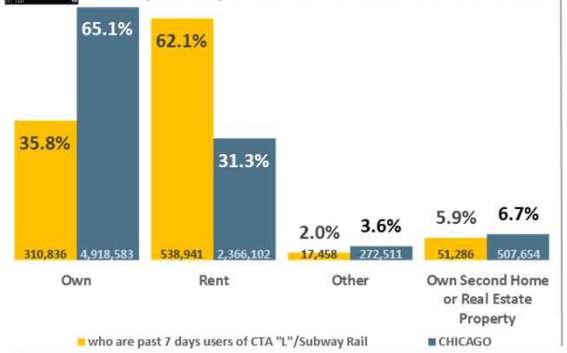
Mode of transportation past 7 days (any purpose): Metra (suburbs)

Chicago Transit Authority

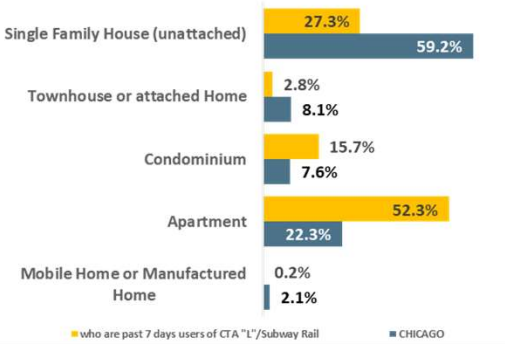


11.5% or 867,235 of CHICAGO DMA Adults 18 or older are past 7 days users of CTA "L"/Subway Rail. Adults 18 or older who are past 7 days users of CTA "L"/Subway Rail are 44.9% less likely to own their home, 24.3% more likely to own a higher valued home, 53.8% less likely to have a single-family home, 24.% less likely to have a dog.

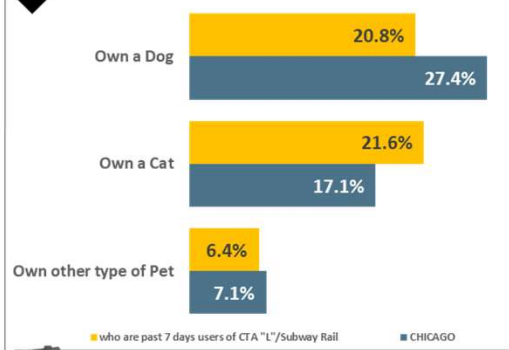
Own/Rent/Other: Adults 18 or older



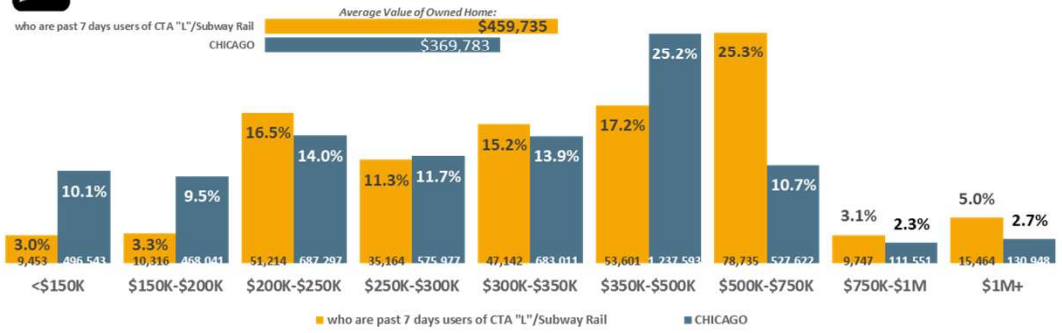
Type of Home: Adults 18 or older



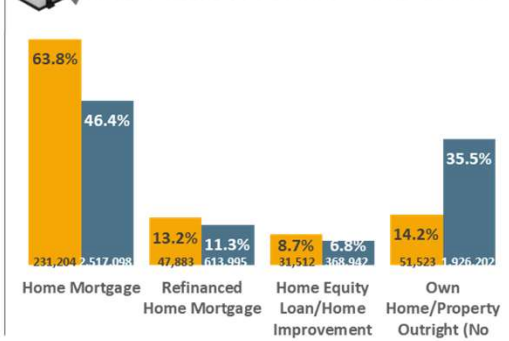
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 413

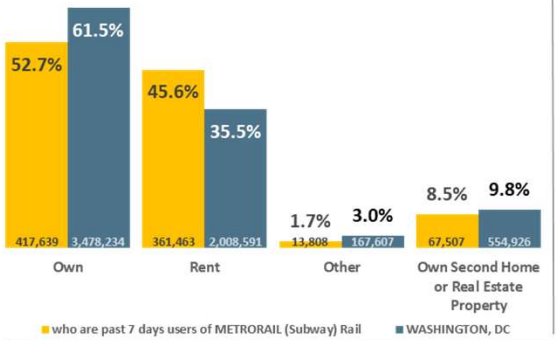
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Mode of transportation past 7 days (any purpose): CTA 'L'/Subway (Chicago)

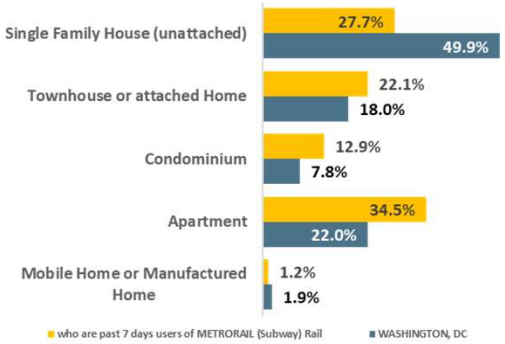


14.% or 792,910 of WASHINGTON, DC DMA Adults 18 or older are past 7 days users of METRORAIL (Subway) Rail. Adults 18 or older who are past 7 days users of METRORAIL (Subway) Rail are 14.4% less likely to own their home, 20.2% more likely to own a higher valued home, 44.4% less likely to have a single-family home, 31.4% less likely to have a dog.

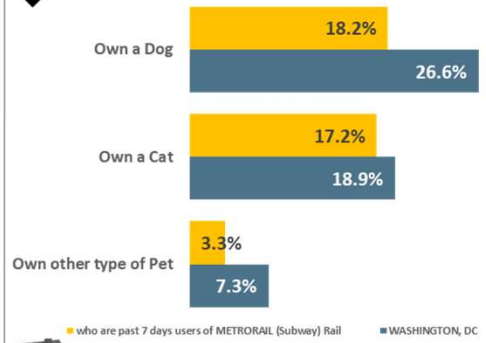
Own/Rent/Other: Adults 18 or older



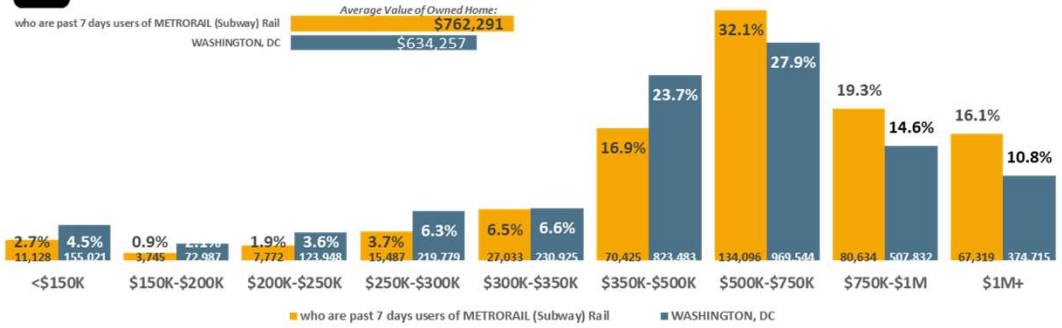
Type of Home: Adults 18 or older



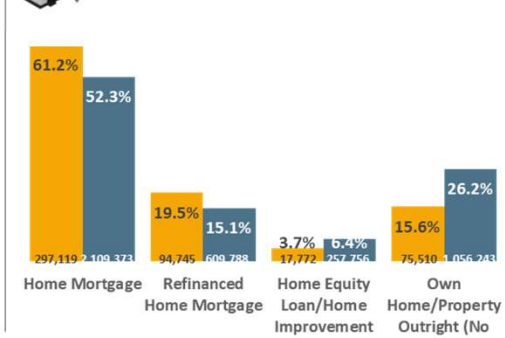
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 807

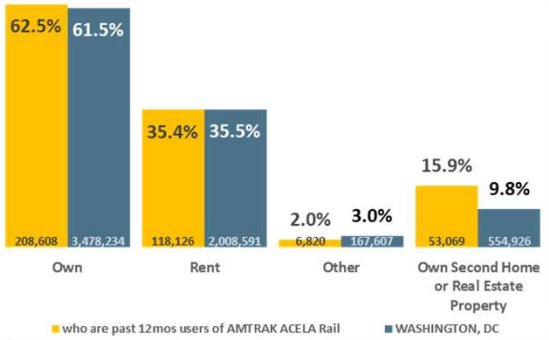
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Mode of transportation past 7 days (any purpose): Metrorail (subway)

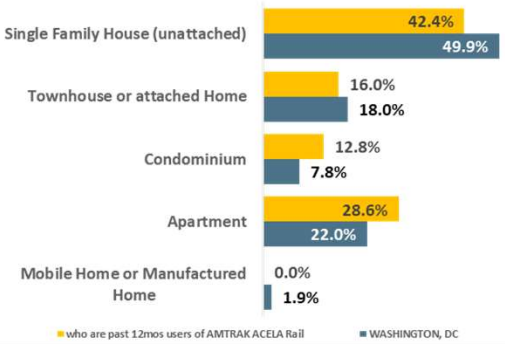


5.9% or 333,554 of WASHINGTON, DC DMA Adults 18 or older are past 12mos users of AMTRAK ACELA Rail. Adults 18 or older who are past 12mos users of AMTRAK ACELA Rail are 1.7% more likely to own their home, 29.7% more likely to own a higher valued home, 14.9% less likely to have a single-family home, 10.% more likely to have a dog.

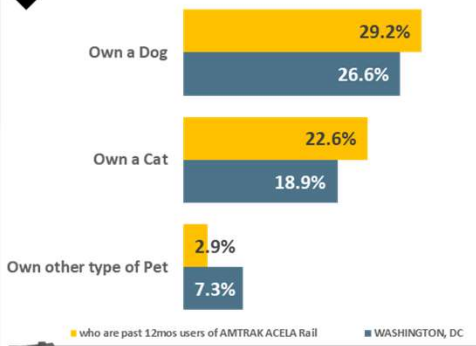
Own/Rent/Other: Adults 18 or older



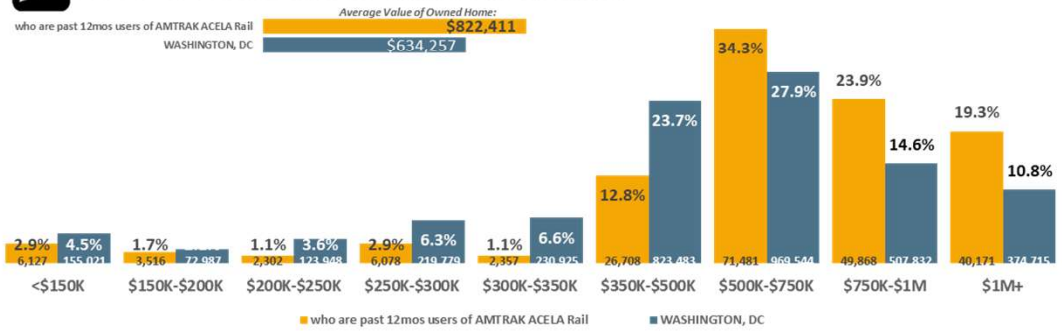
Type of Home: Adults 18 or older



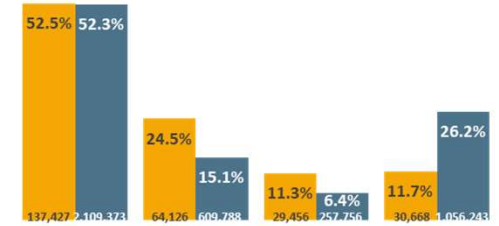
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 316

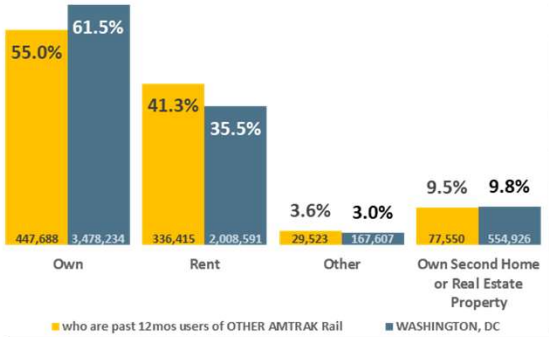
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Traveled by Acela/other Amtrak train past 12 mo: Acela

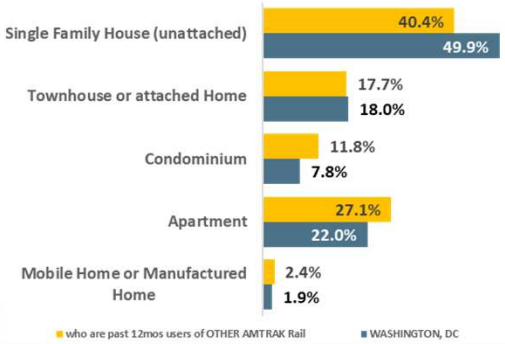


14.4% or 813,626 of WASHINGTON, DC DMA Adults 18 or older are past 12mos users of OTHER AMTRAK Rail. Adults 18 or older who are past 12mos users of OTHER AMTRAK Rail are 10.5% less likely to own their home, 13.8% more likely to own a higher valued home, 19.% less likely to have a single-family home, 7.7% less likely to have a dog.

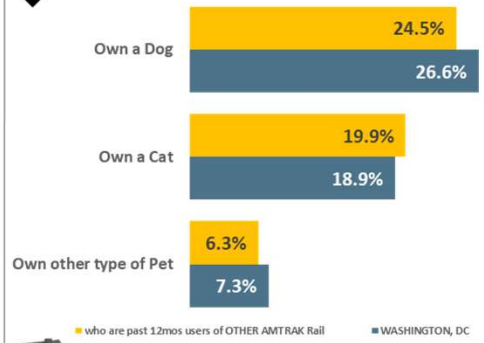
Own/Rent/Other: Adults 18 or older



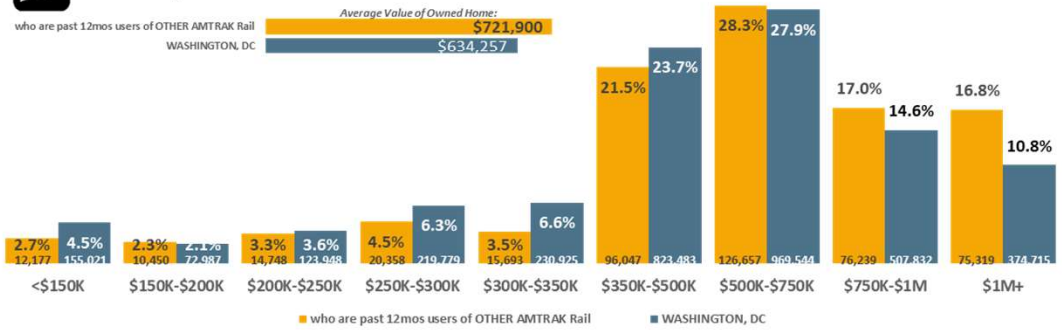
Type of Home: Adults 18 or older



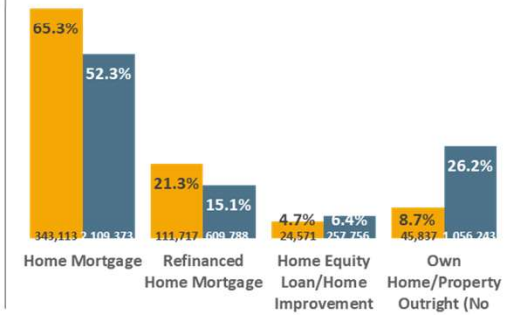
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



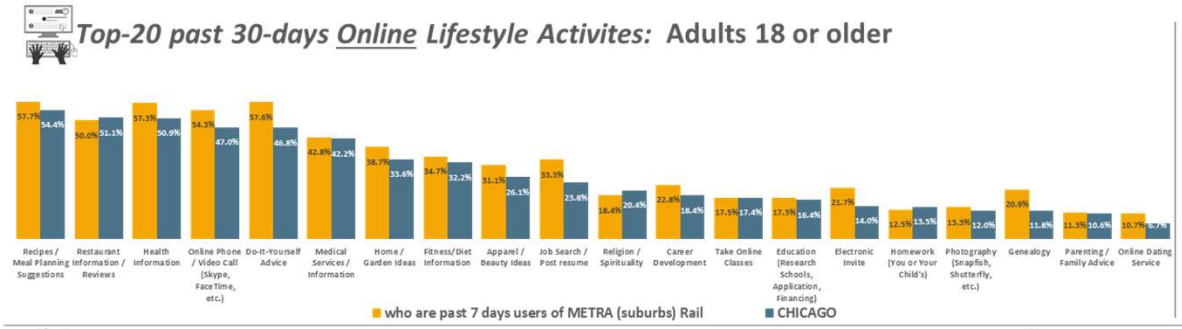
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 766

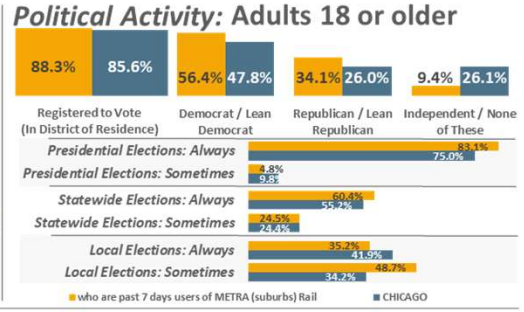
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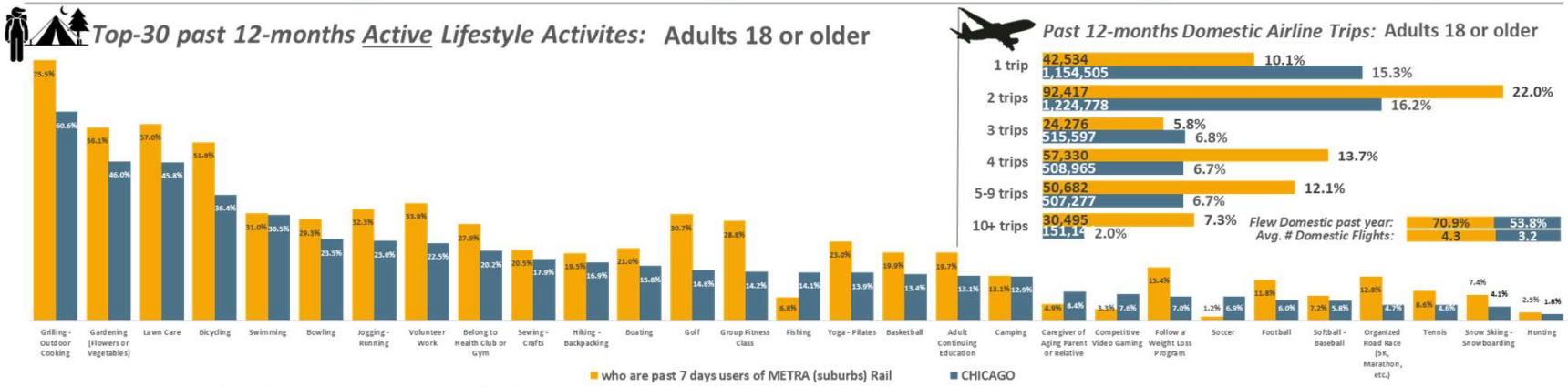
Traveled by Acela/other Amtrak train past 12 mo: Other Amtrak train



5.6% or 419,931 of CHICAGO DMA Adults 18 or older are past 7 days users of METRA (suburbs) Rail. Adults 18 or older who are past 7 days users of METRA (suburbs) Rail are 23.% more likely to look up D-I-Y advice online, 16.1% less likely to always vote in local elections, 38.1% more likely to belong to a gym, 31.9% more likely to fly domestic past yr.







CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 189

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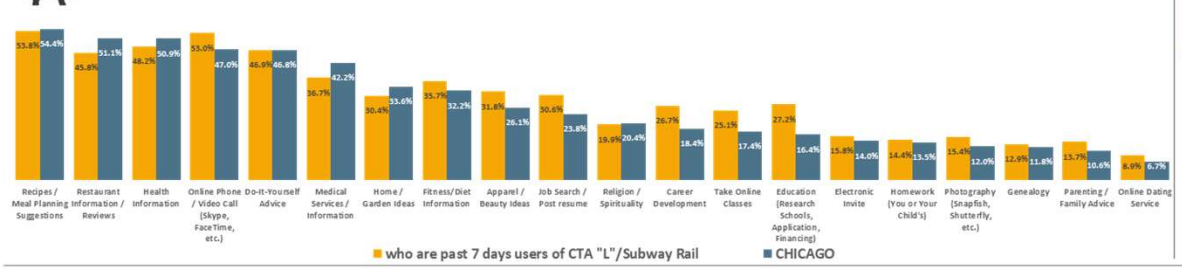
Mode of transportation past 7 days (any purpose): Metra (suburbs)

Chicago Transit Authority

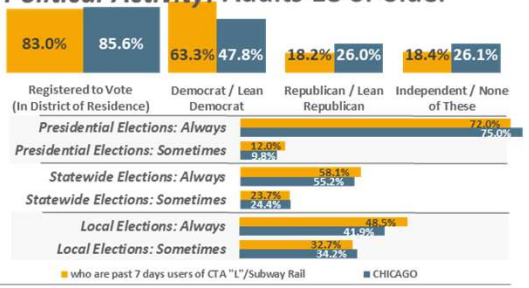


11.5% or 867,235 of CHICAGO DMA Adults 18 or older are past 7 days users of CTA "L"/Subway Rail. Adults 18 or older who are past 7 days users of CTA "L"/Subway Rail are .1% more likely to look up D-I-Y advice online, 15.6% more likely to always vote in local elections, 52.3% more likely to belong to a gym, 36.1% more likely to fly domestic past yr.

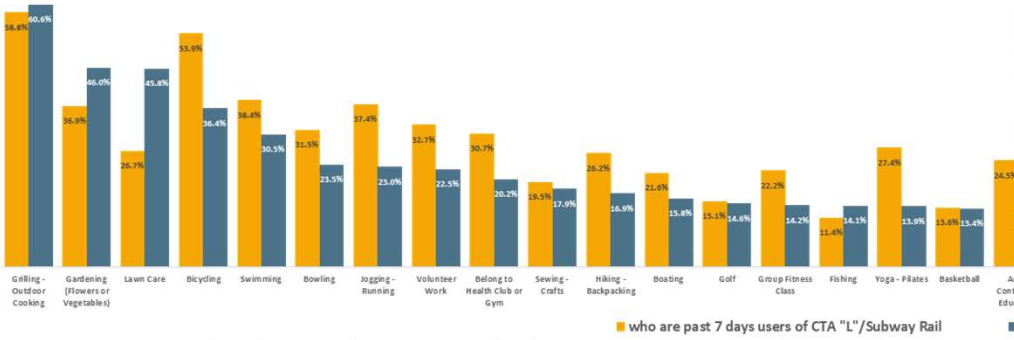
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



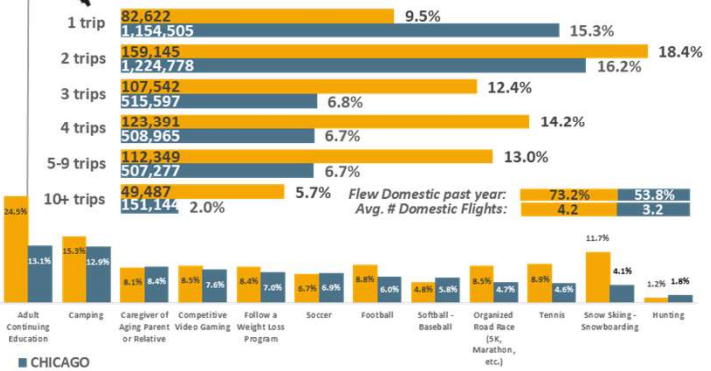
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 413

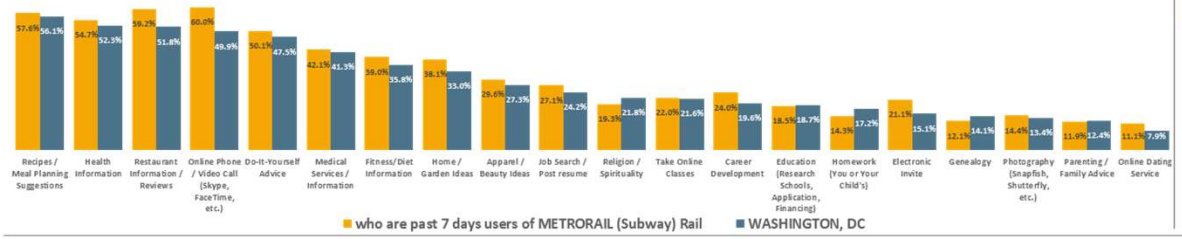
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Mode of transportation past 7 days (any purpose): CTA 'L'/Subway (Chicago)

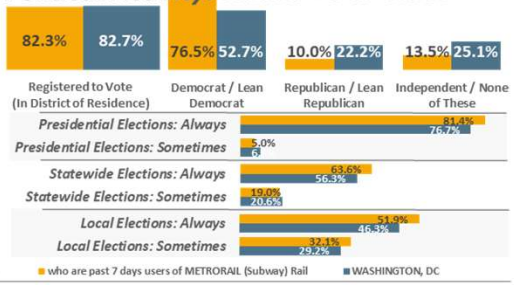


14.% or 792,910 of WASHINGTON, DC DMA Adults 18 or older are past 7 days users of METRORAIL (Subway)… Adults 18 or older who are past 7 days users of METRORAIL (Subway) Rail are 5.3% more likely to look up D-I-Y advice online, 12.% more likely to always vote in local elections, 25.7% more likely to belong to a gym, 39.7% more likely to fly domestic past y

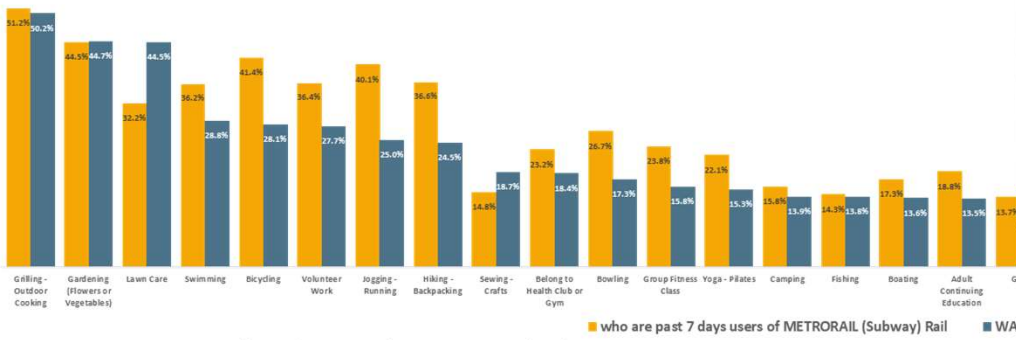
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



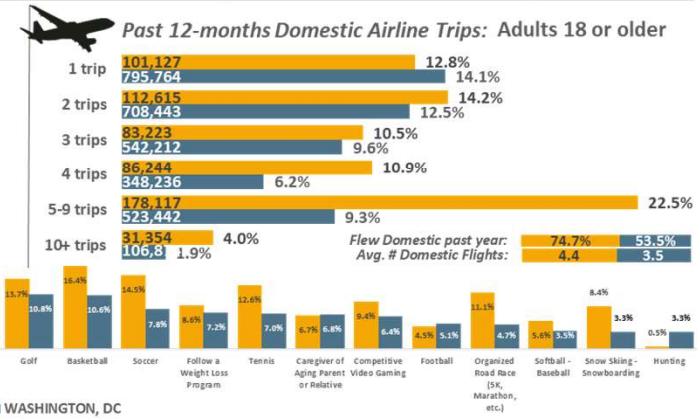
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 807

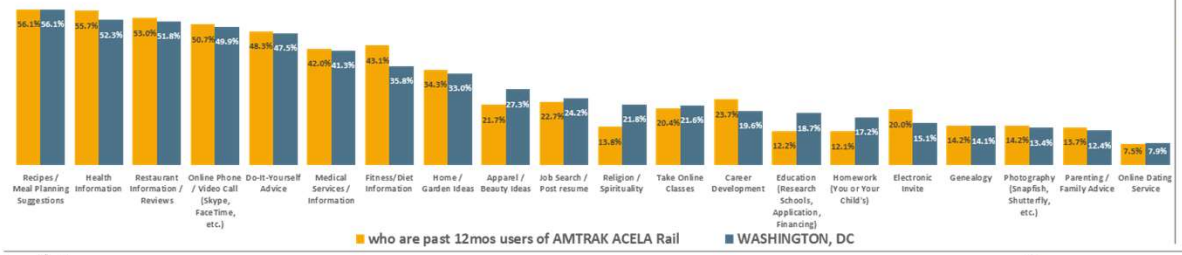
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Mode of transportation past 7 days (any purpose): Metrorail (subway)

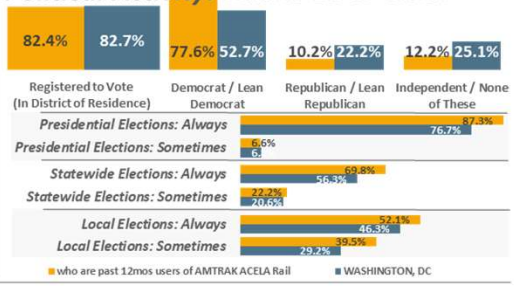


5.9% or 333,554 of WASHINGTON, DC DMA Adults 18 or older are past 12mos users of AMTRAK ACELA Rail. Adults 18 or older who are past 12mos users of AMTRAK ACELA Rail are 1.7% more likely to look up D-I-Y advice online, 12.4% more likely to always vote in local elections, 57.6% more likely to belong to a gym, 64.4% more likely to fly domestic past yr.

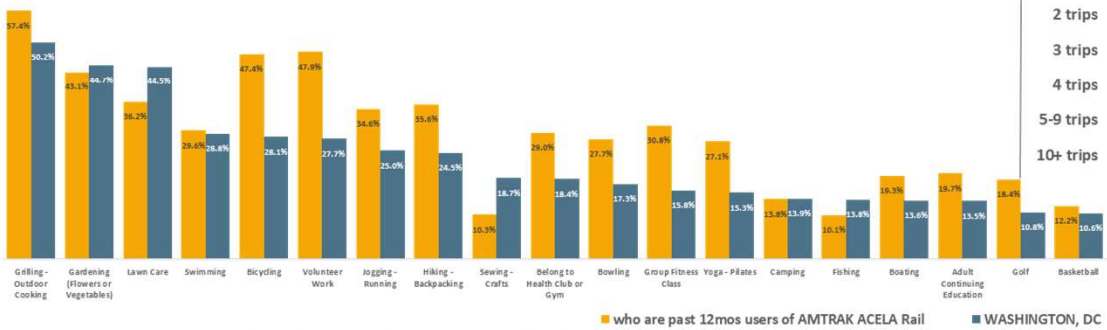
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



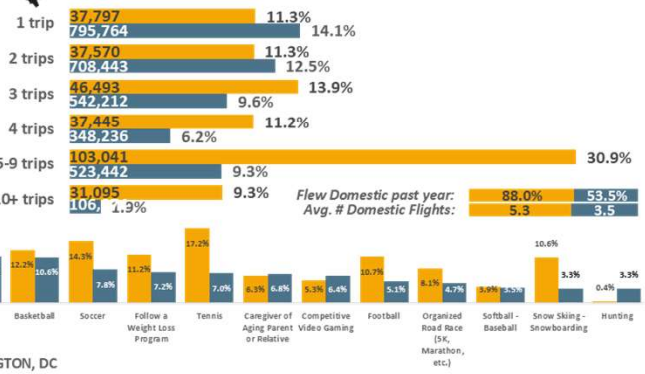
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 316

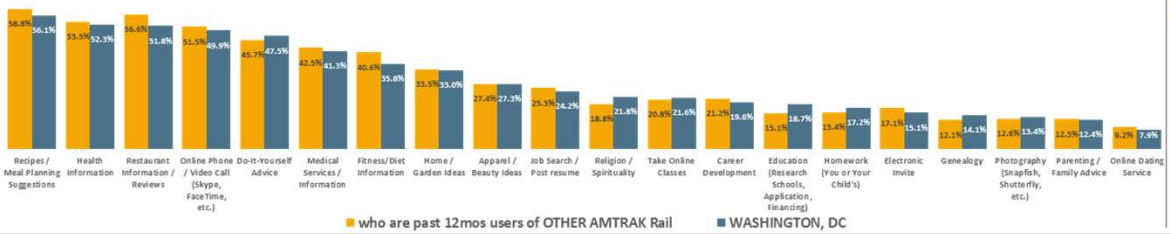
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Traveled by Acela/other Amtrak train past 12 mo: Acela

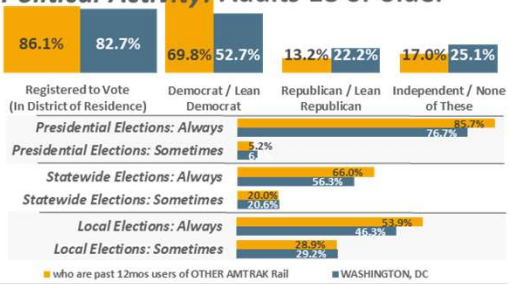


14.4% or 813,626 of WASHINGTON, DC DMA Adults 18 or older are past 12mos users of OTHER AMTRAK Rail. Adults 18 or older who are past 12mos users of OTHER AMTRAK Rail are 3.8% less likely to look up D-I-Y advice online, 16.3% more likely to always vote in local elections, 50.6% more likely to belong to a gym, 53.6% more likely to fly domestic past yr.

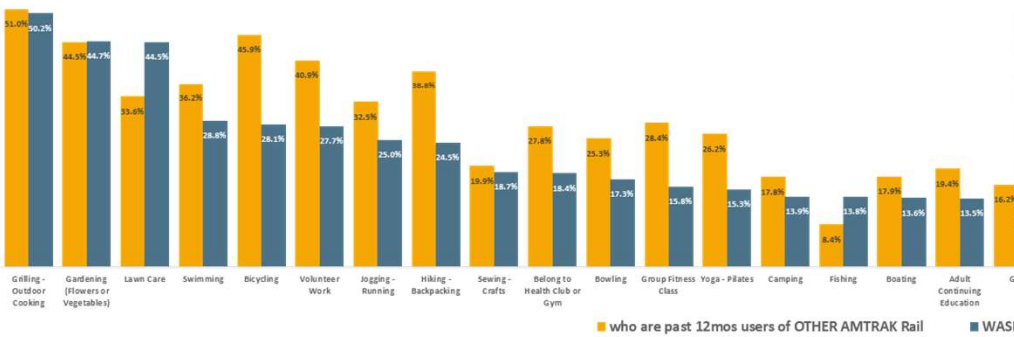
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



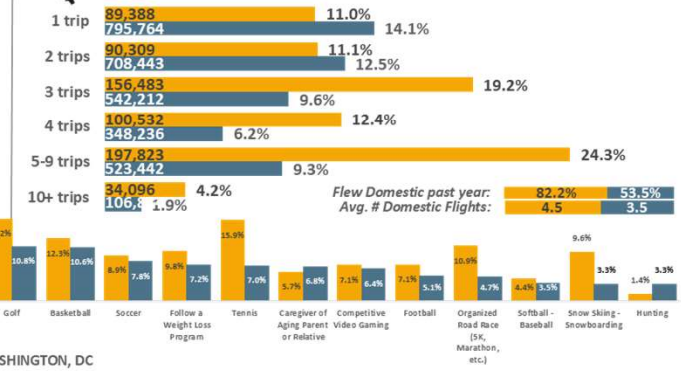
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 766

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Traveled by Acela/other Amtrak train past 12 mo: Other Amtrak train



5.6% or 419,931 of CHICAGO DMA Adults 18 or older are past 7 days users of METRA (suburbs) Rail. Adults 18 or older who are past 7 days users of METRA (suburbs) Rail are 9.% more likely to use QSRs past mo., 13.2% more likely to use Sit-Down Restaurants past mo., 57.3% less likely to use Casinos past yr., 37.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 99.0% 415,666 | 90.9% 6,865,933

Avg. Monthly QSR Meals: 8.0 | 7.0

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 85.7% 359,899 | 75.7% 5,724,044

Avg. Monthly Sit-Down Restaurant Meals: 3.9 | 4.1

Top-10 Cuisines: Adults 18 or older

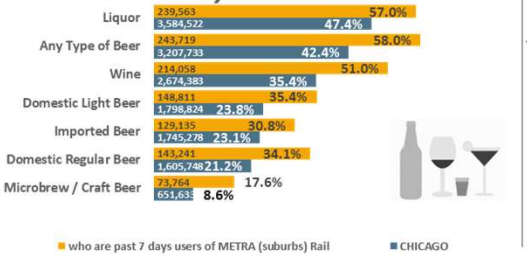
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

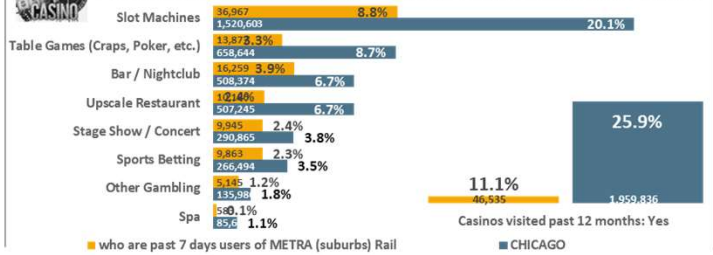
who are past 7 days users of METRA (suburbs) Rail	95,098	22.6%
CHICAGO	1,511,418	20.0%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 189

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Mode of transportation past 7 days (any purpose): Metra (suburbs)

Chicago Transit Authority



11.5% or 867,235 of CHICAGO DMA Adults 18 or older are past 7 days users of CTA "L"/Subway Rail. Adults 18 or older who are past 7 days users of CTA "L"/Subway Rail are 1.7% more likely to use QSRs past mo., 10.1% more likely to use Sit-Down Restaurants past mo., .6% less likely to use Casinos past yr., 12.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



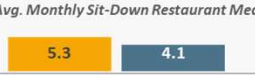
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

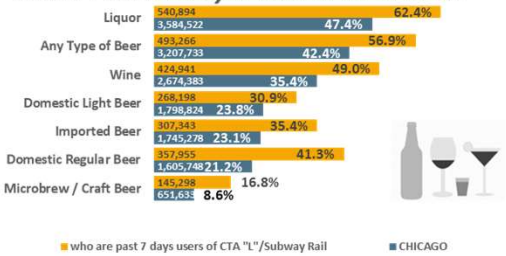
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 413

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Mode of transportation past 7 days (any purpose): CTA 'L'/Subway (Chicago)



14.% or 792,910 of WASHINGTON, DC DMA Adults 18 or older are past 7 days users of METRORAIL (Subway) Rail. Adults 18 or older who are past 7 days users of METRORAIL (Subway) Rail are 3.9% more likely to use QSRs past mo., 11.5% more likely to use Sit-Down Restaurants past mo., 9.3% less likely to use Casinos past yr., 36.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 93.0% 737,535 | 89.5% 5,059,794

Avg. Monthly QSR Meals: 7.2 | 6.8

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 84.8% 672,630 | 76.1% 4,303,414

Avg. Monthly Sit-Down Restaurant Meals: 5.3 | 4.3

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who are past 7 days users of METRORAIL (Subway) Rail 288,742 36.4%

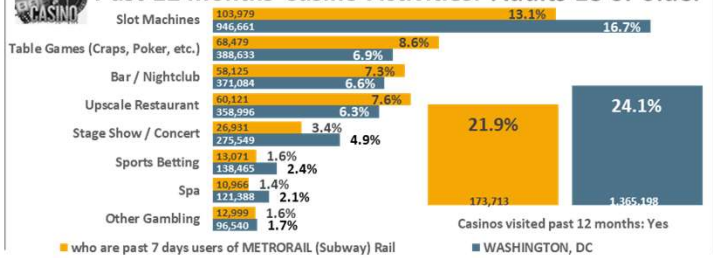
WASHINGTON, DC 1,438,719 25.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 807

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Mode of transportation past 7 days (any purpose): Metrorail (subway)



5.9% or 333,554 of WASHINGTON, DC DMA Adults 18 or older are past 12mos users of AMTRAK ACELA Rail. Adults 18 or older who are past 12mos users of AMTRAK ACELA Rail are 2.9% more likely to use QSRs past mo., 19.3% more likely to use Sit-Down Restaurants past mo., 3.6% more likely to use Casinos past yr., 41.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



	who are past 12mos users of AMTRAK ACELA Rail	WASHINGTON, DC
1 time	3.5%	7.6%
2 times	8.2%	11.4%
3 times	6.3%	9.8%
4 times	10.1%	10.2%
5 times	9.9%	9.1%
6 - 9 times	19.3%	21.1%
10 times or more	34.7%	20.4%

Total Monthly QSR Users:	who are past 12mos users of AMTRAK ACELA Rail	WASHINGTON, DC
	92.1%	89.5%
	307,130	5,059,794

Avg. Monthly QSR Meals:	who are past 12mos users of AMTRAK ACELA Rail	WASHINGTON, DC
	8.6	6.8

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



	who are past 12mos users of AMTRAK ACELA Rail	WASHINGTON, DC
1 time	8.7%	12.7%
2 times	13.4%	15.9%
3 times	11.1%	13.2%
4 times	10.4%	9.4%
5 times	17.8%	9.0%
6 - 9 times	17.0%	10.4%
10 times or more	12.5%	5.6%

Total Monthly Sit-Down Restaurant Users:	who are past 12mos users of AMTRAK ACELA Rail	WASHINGTON, DC
	90.8%	76.1%
	302,932	4,303,414

Avg. Monthly Sit-Down Restaurant Meals:	who are past 12mos users of AMTRAK ACELA Rail	WASHINGTON, DC
	5.7	4.3

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



	who are past 12mos users of AMTRAK ACELA Rail	WASHINGTON, DC
Chinese	53.3%	37.6%
Pizza	53.8%	32.1%
Mexican	44.8%	30.1%
Indian / Thai / Other Asian	50.2%	24.7%
Coffee House / Coffee Bar	54.1%	23.8%
Italian	48.1%	20.8%
Upscale	47.1%	18.4%
Bagel / Donut / Bakery	40.6%	17.1%
Steakhouse	17.0%	13.1%
Seafood	20.6%	12.0%

Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who are past 12mos users of AMTRAK ACELA Rail	157,233	47.1%
WASHINGTON, DC	1,438,719	25.4%

Drank Past 30-days: Adults 18 or older

	who are past 12mos users of AMTRAK ACELA Rail	WASHINGTON, DC
Liquor	232,569 69.7%	2,387,235 42.2%
Wine	194,030 58.2%	2,136,027 37.8%
Any Type of Beer	201,638 60.5%	2,027,680 35.8%
Imported Beer	128,899 38.6%	1,156,740 20.5%
Domestic Regular Beer	124,015 37.2%	1,092,502 19.3%
Domestic Light Beer	66,528 19.9%	851,151 15.1%
Microbrew / Craft Beer	83,561 25.1%	479,924 8.5%



Past 12 months Casino Activities: Adults 18 or older

	who are past 12mos users of AMTRAK ACELA Rail	WASHINGTON, DC
Slot Machines	59,453 17.8%	946,661 16.7%
Table Games (Craps, Poker, etc.)	41,895 12.6%	388,633 6.9%
Bar / Nightclub	21,023 6.3%	371,084 6.6%
Upscale Restaurant	48,357 14.5%	358,996 6.3%
Stage Show / Concert	22,693 6.8%	275,549 4.9%
Sports Betting	14,942 4.5%	138,465 2.4%
Spa	18,821 5.6%	121,388 2.1%
Other Gambling	11,658 3.5%	96,540 1.7%

Casinos visited past 12 months: Yes	who are past 12mos users of AMTRAK ACELA Rail	WASHINGTON, DC
	25.0%	24.1%
	83,399	1,365,198

Used Past 30-days: Adults 18 or older



	who are past 12mos users of AMTRAK ACELA Rail	WASHINGTON, DC
Marijuana / Cannabis	12.8%	8.7%
	42,538	494,136
Cigarettes	4.5%	7.7%
	15,063	433,848
Vape	7.7%	3.1%
	25,557	177,672

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 316

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Traveled by Acela/other Amtrak train past 12 mo: Acela



14.4% or 813,626 of WASHINGTON, DC DMA Adults 18 or older are past 12mos users of OTHER AMTRAK Rail. Adults 18 or older who are past 12mos users of OTHER AMTRAK Rail are 5.4% more likely to use QSRs past mo., 15.8% more likely to use Sit-Down Restaurants past mo., 3.2% less likely to use Casinos past yr., 41.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 18 or older

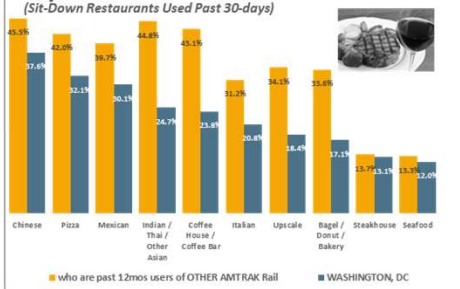


Total Monthly Sit-Down Restaurant Users:

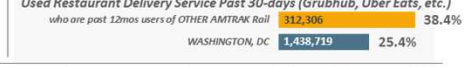
Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

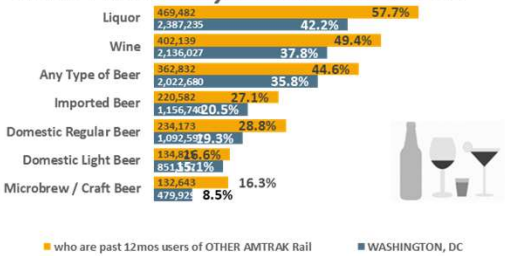
(Sit-Down Restaurants Used Past 30-days)



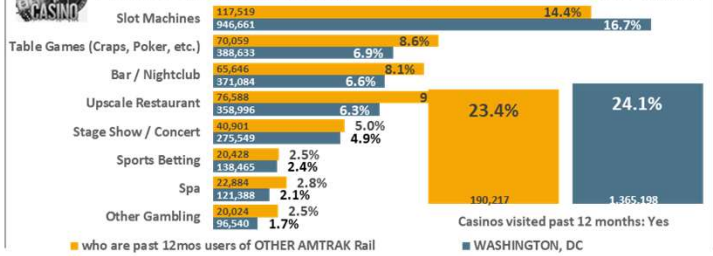
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

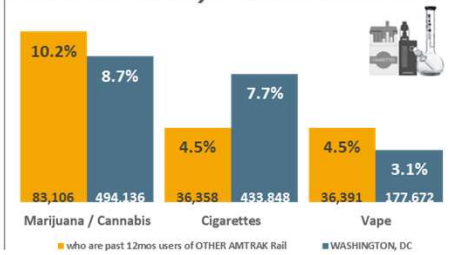


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 766

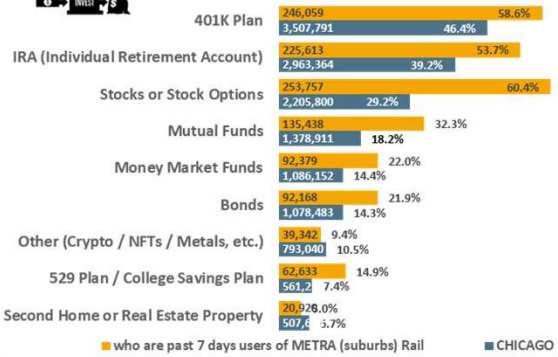
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Traveled by Acela/other Amtrak train past 12 mo: Other Amtrak train

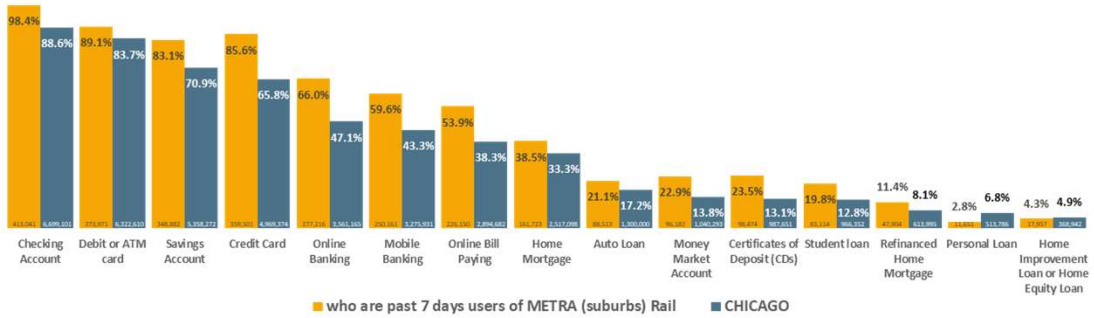


5.6% or 419,931 of CHICAGO DMA Adults 18 or older are past 7 days users of METRA (suburbs) Rail. Adults 18 or older who are past 7 days users of METRA (suburbs) Rail are 26.2% more likely to have a 401K, 22.5% more likely to have an Auto Loan, 102.5% more likely to Invest/Trade Stocks Online, 10.7% less likely to pay with their Debit Card.

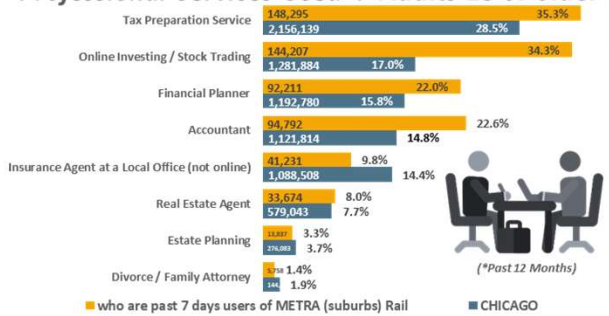
Investments Owned: Adults 18 or older



Financial Services Has and/or Uses: Adults 18 or older

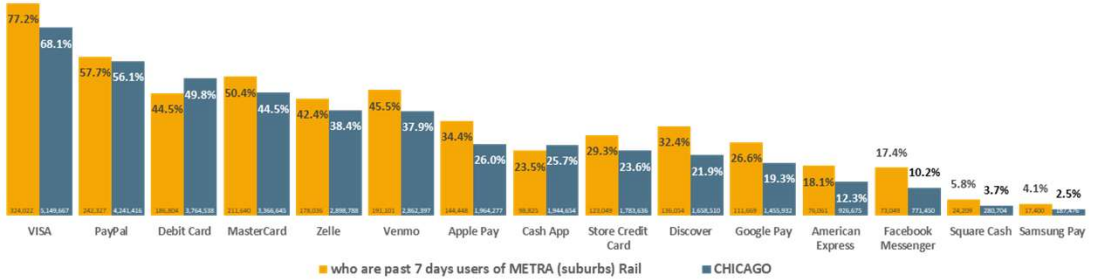


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 189

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Mode of transportation past 7 days (any purpose): Metra (suburbs)

Chicago Transit Authority

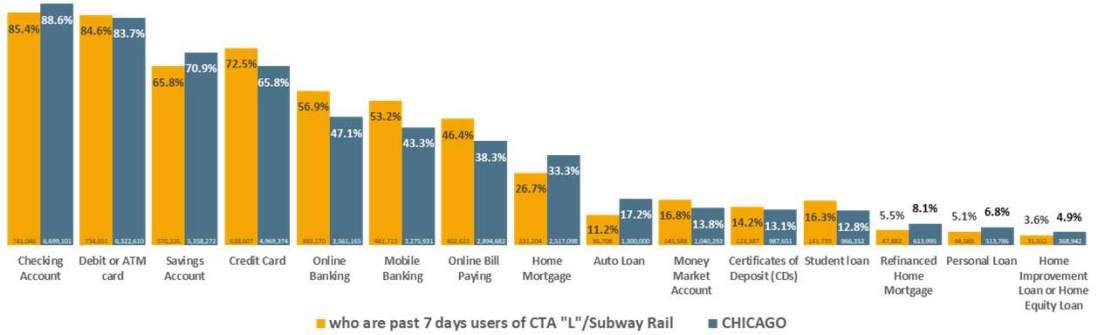


11.5% or 867,235 of CHICAGO DMA Adults 18 or older are past 7 days users of CTA "L"/Subway Rail. Adults 18 or older who are past 7 days users of CTA "L"/Subway Rail are 6.2% less likely to have a 401K, 35.2% less likely to have an Auto Loan, 41.% more likely to Invest/Trade Stocks Online, 2.% more likely to pay with their Debit Card.

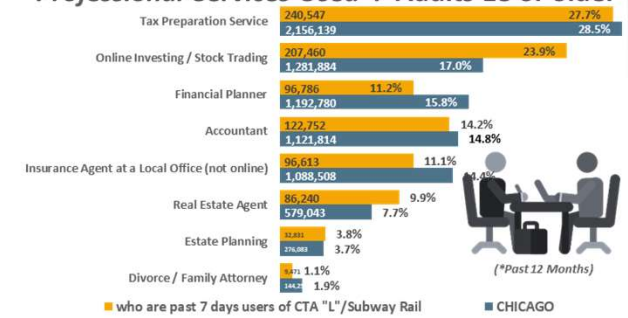
Investments Owned: Adults 18 or older



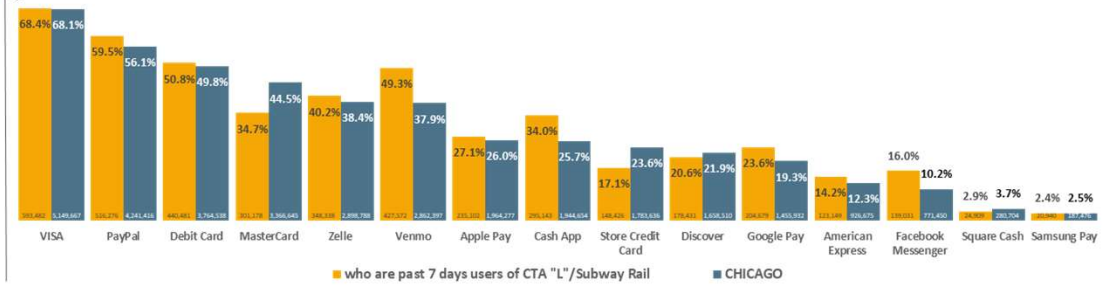
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 413

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Mode of transportation past 7 days (any purpose): CTA 'L'/Subway (Chicago)

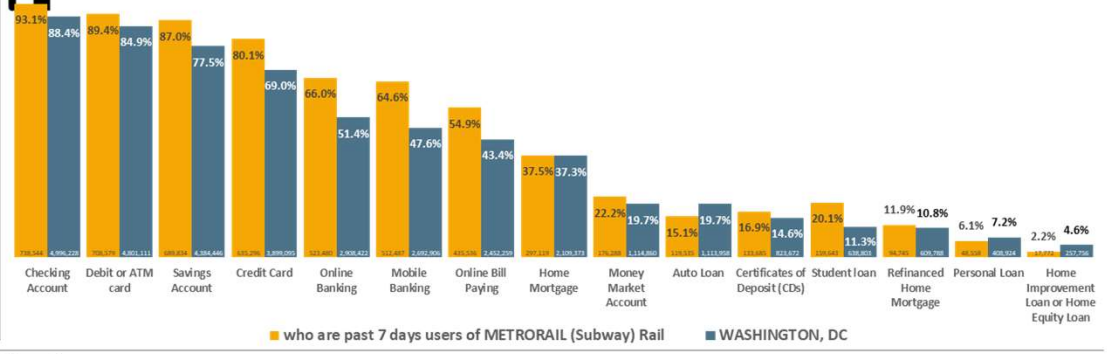


14.% or 792,910 of WASHINGTON, DC DMA Adults 18 or older are past 7 days users of METRORAIL (Subway)… Adults 18 or older who are past 7 days users of METRORAIL (Subway) Rail are 28.6% more likely to have a 401K, 23.5% less likely to have an Auto Loan, 58.1% more likely to Invest/Trade Stocks Online, 2.2% less likely to pay with their Debit Card.

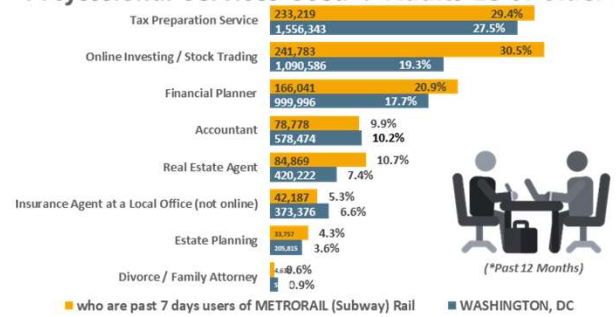
Investments Owned: Adults 18 or older



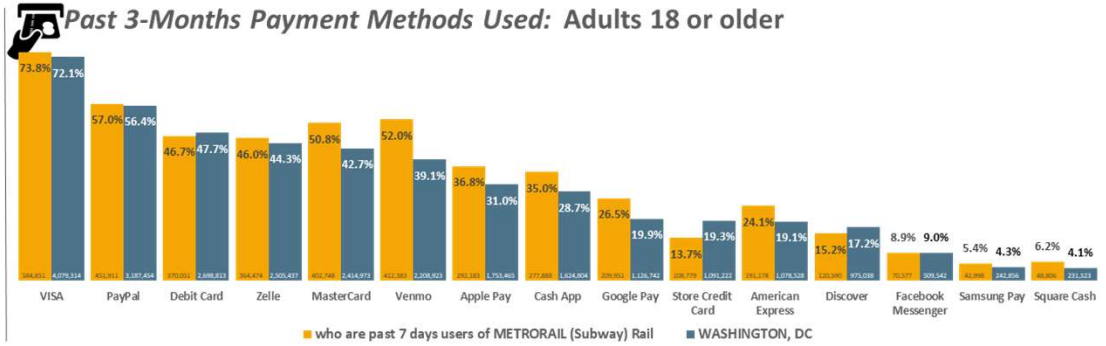
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 807

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Mode of transportation past 7 days (any purpose): Metrorail (subway)

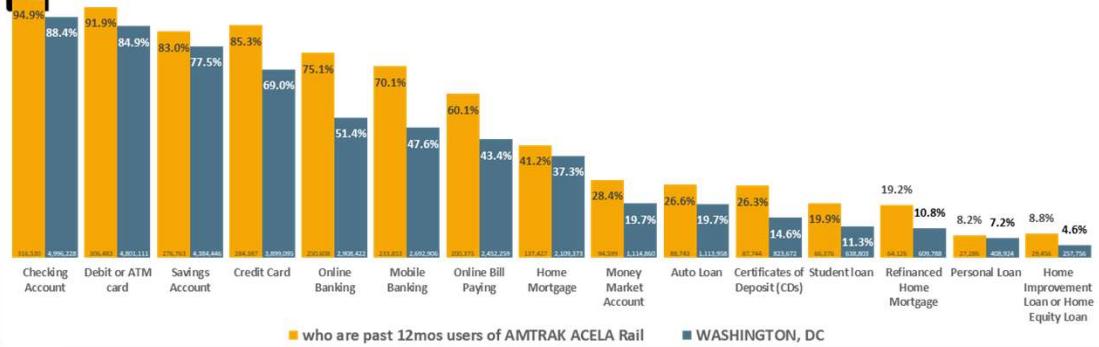


5.9% or 333,554 of WASHINGTON, DC DMA Adults 18 or older are past 12mos users of AMTRAK ACELA Rail. Adults 18 or older who are past 12mos users of AMTRAK ACELA Rail are 29.7% more likely to have a 401K, 35.% more likely to have an Auto Loan, 79.3% more likely to Invest/Trade Stocks Online, 12.2% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



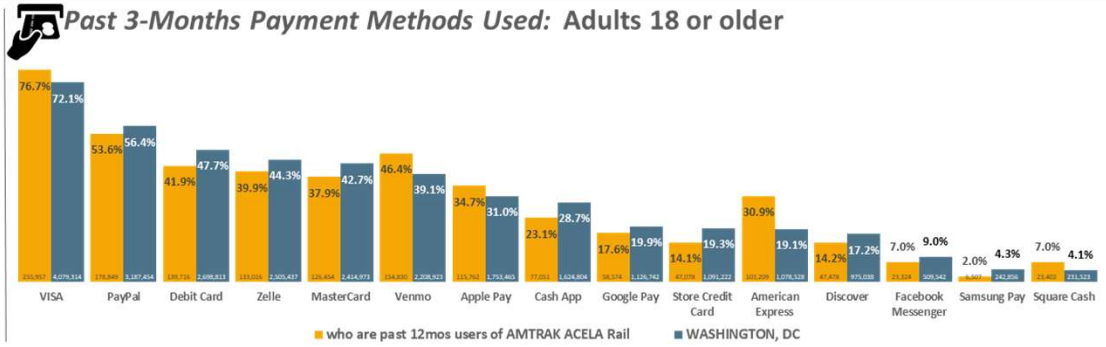
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 316

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Traveled by Acela/other Amtrak train past 12 mo: Acela

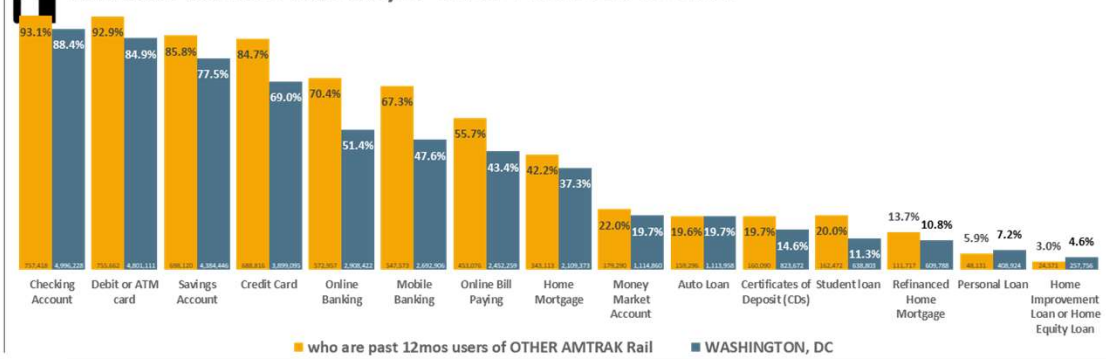


14.4% or 813,626 of WASHINGTON, DC DMA Adults 18 or older are past 12mos users of OTHER AMTRAK Rail. Adults 18 or older who are past 12mos users of OTHER AMTRAK Rail are 29.% more likely to have a 401K, .6% less likely to have an Auto Loan, 52.8% more likely to Invest/Trade Stocks Online, 7.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



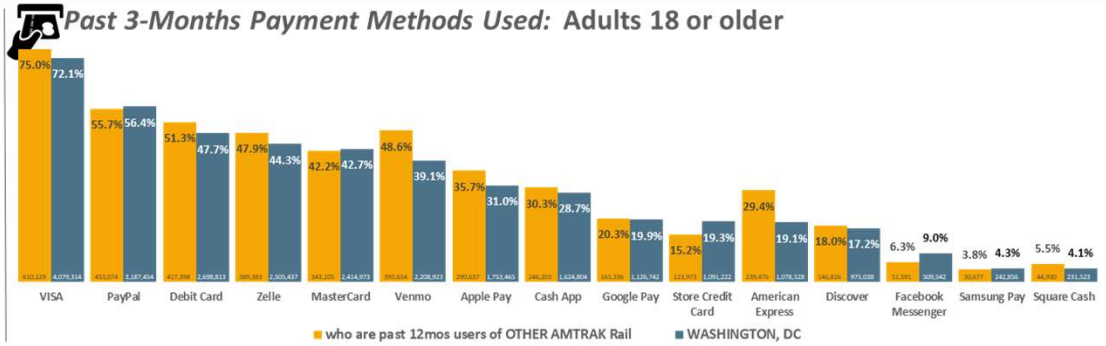
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



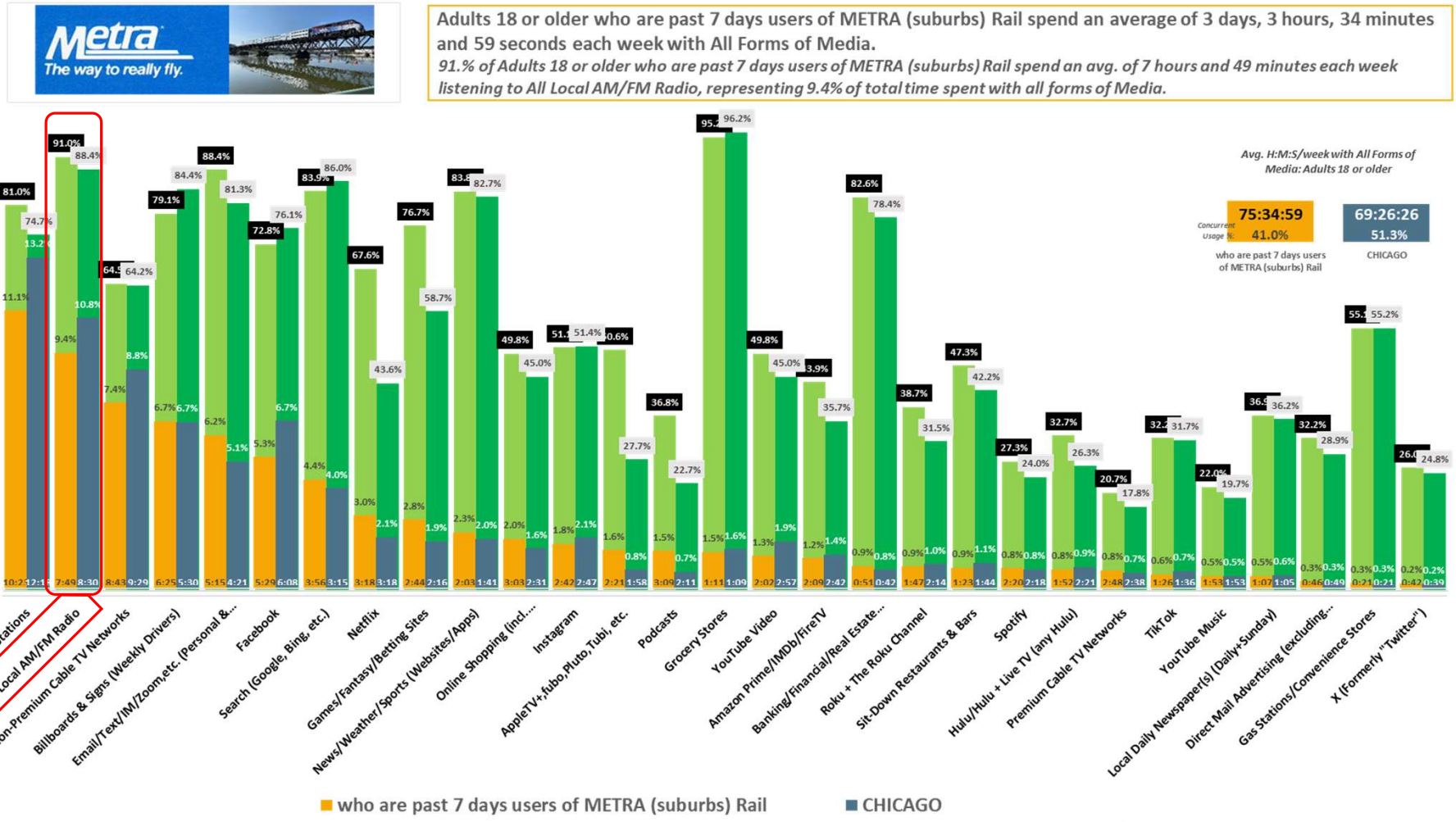
Past 3-Months Payment Methods Used: Adults 18 or older



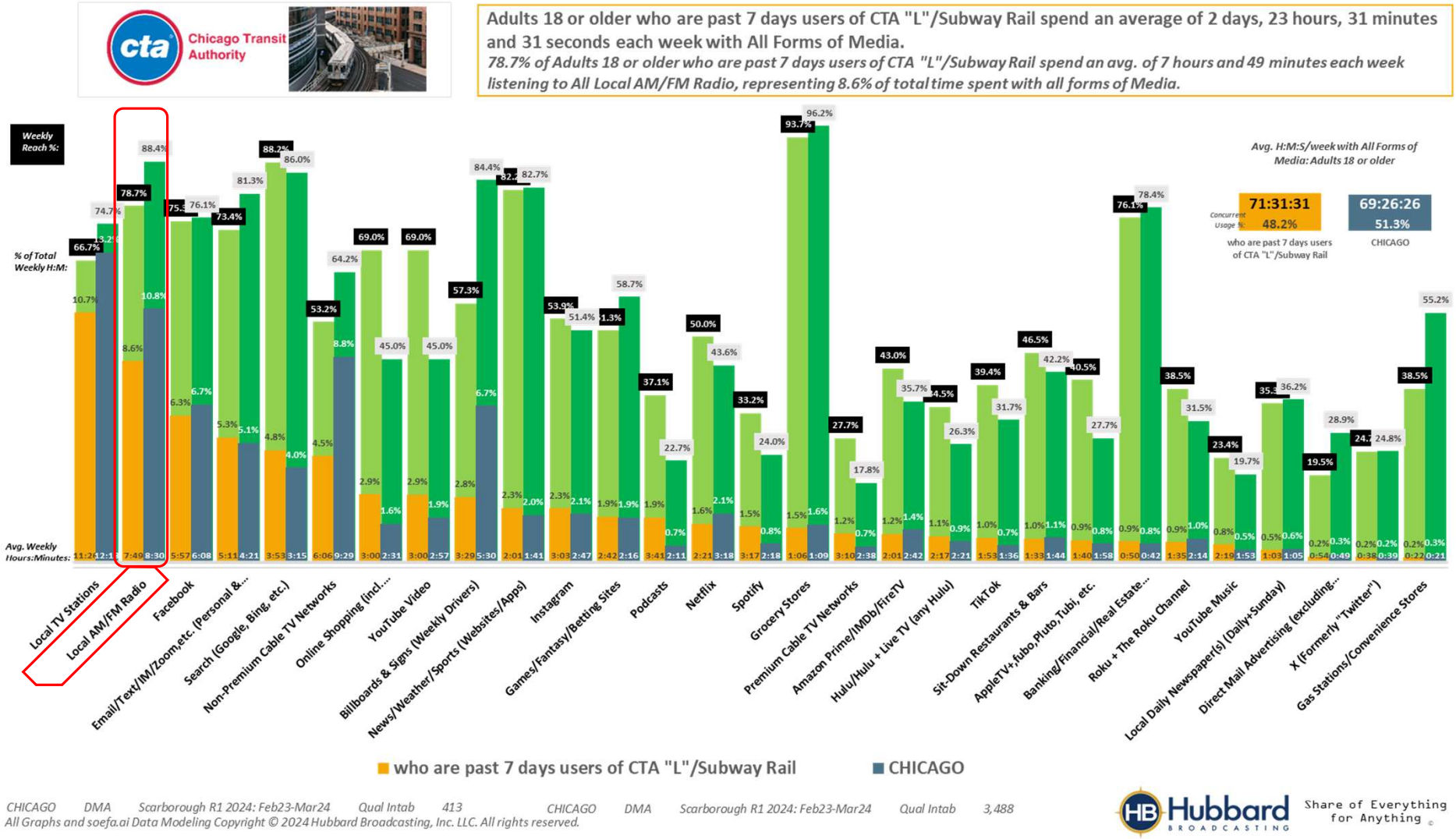
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 766

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Traveled by Acela/other Amtrak train past 12 mo: Other Amtrak train



Mode of transportation past 7 days (any purpose): Metra (suburbs)

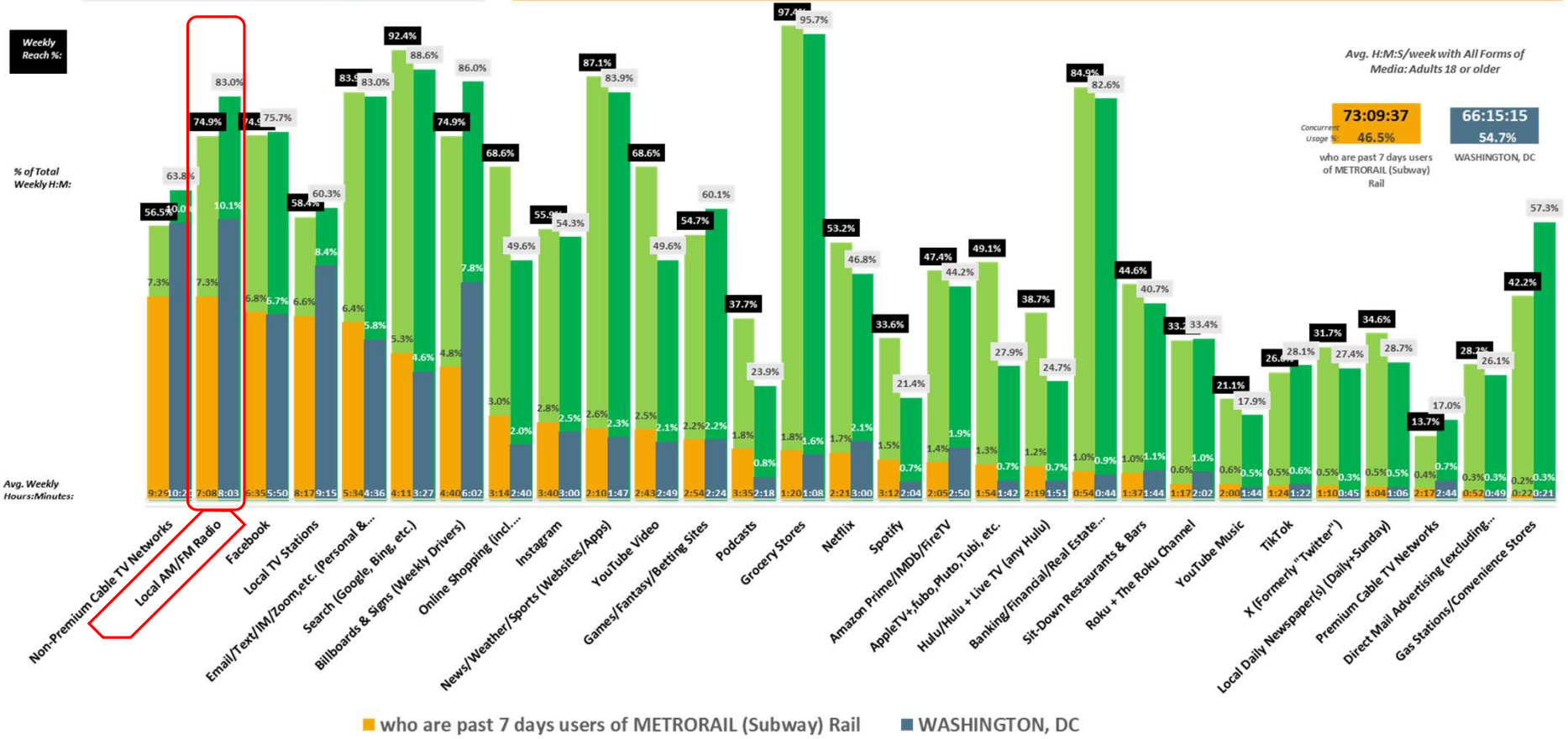


Mode of transportation past 7 days (any purpose): CTA 'L'/Subway (Chicago)



Adults 18 or older who are past 7 days users of METRORAIL (Subway) Rail spend an average of 3 days, 1 hours, 9 minutes and 37 seconds each week with All Forms of Media.

74.9% of Adults 18 or older who are past 7 days users of METRORAIL (Subway) Rail spend an avg. of 7 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 7.3% of total time spent with all forms of Media.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 807 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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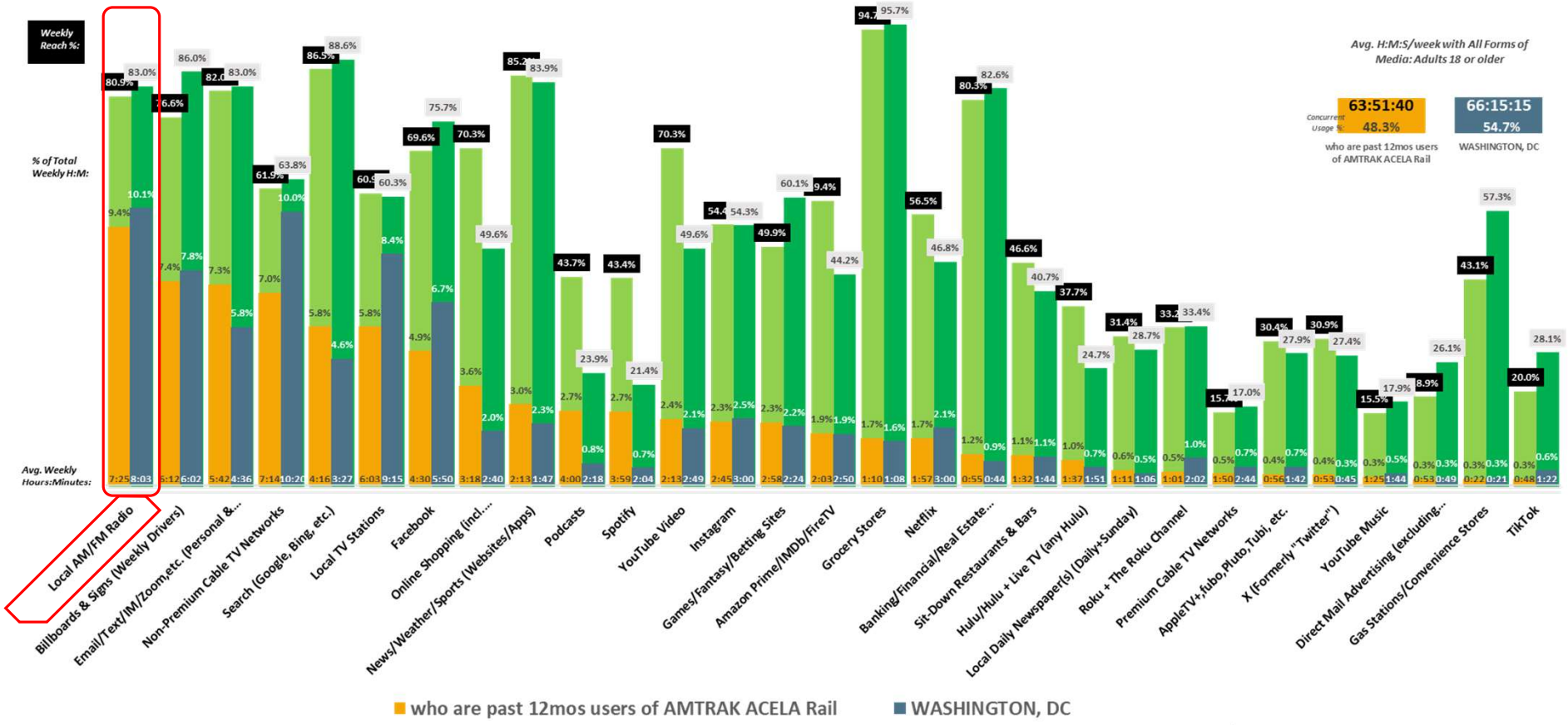
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Mode of transportation past 7 days (any purpose): Metrorail (subway)



Adults 18 or older who are past 12mos users of AMTRAK ACELA Rail spend an average of 2 days, 15 hours, 51 minutes and 40 seconds each week with All Forms of Media.

80.9% of Adults 18 or older who are past 12mos users of AMTRAK ACELA Rail spend an avg. of 7 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.

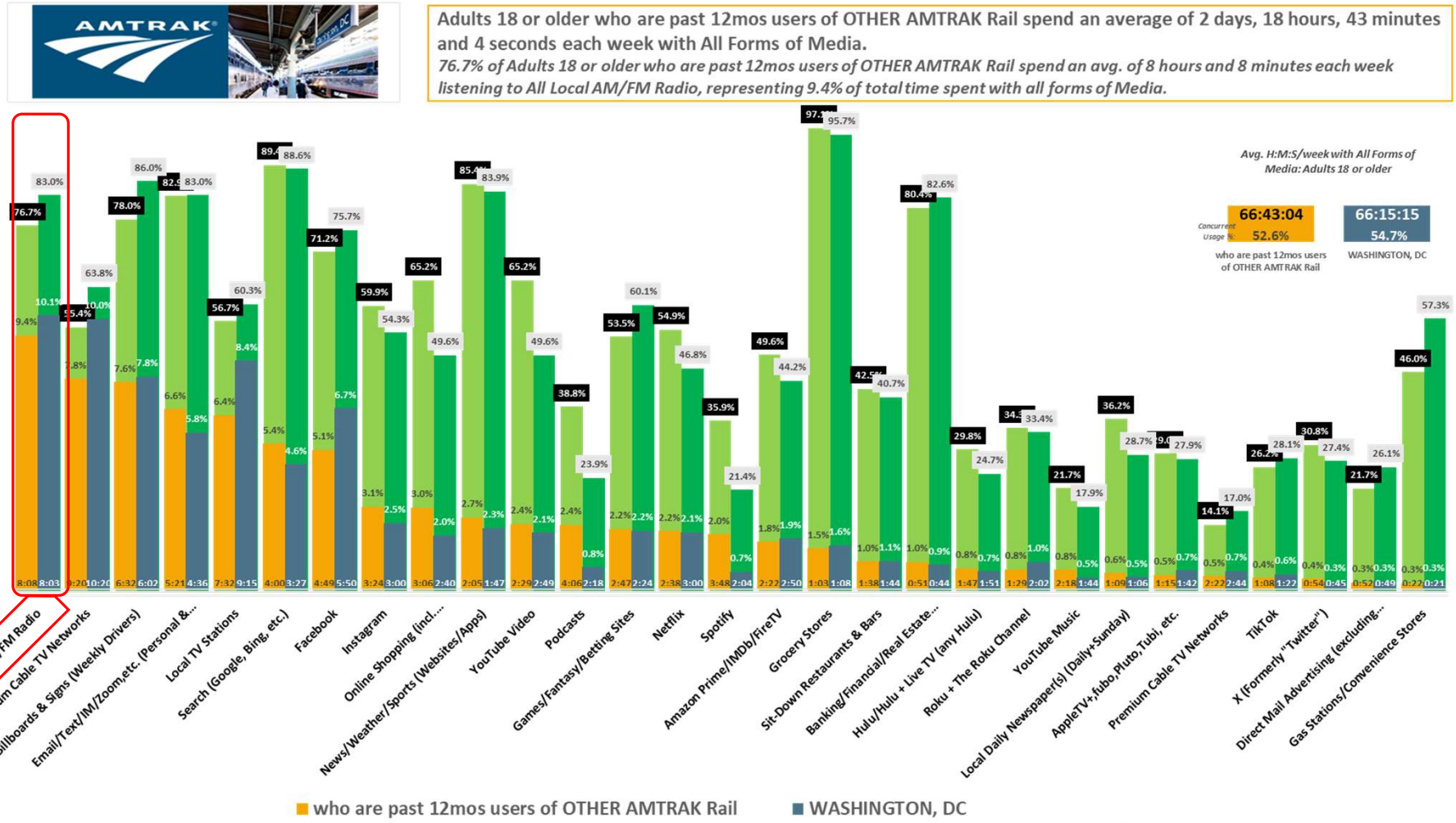


WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 316 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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Traveled by Acela/other Amtrak train past 12 mo: Acela

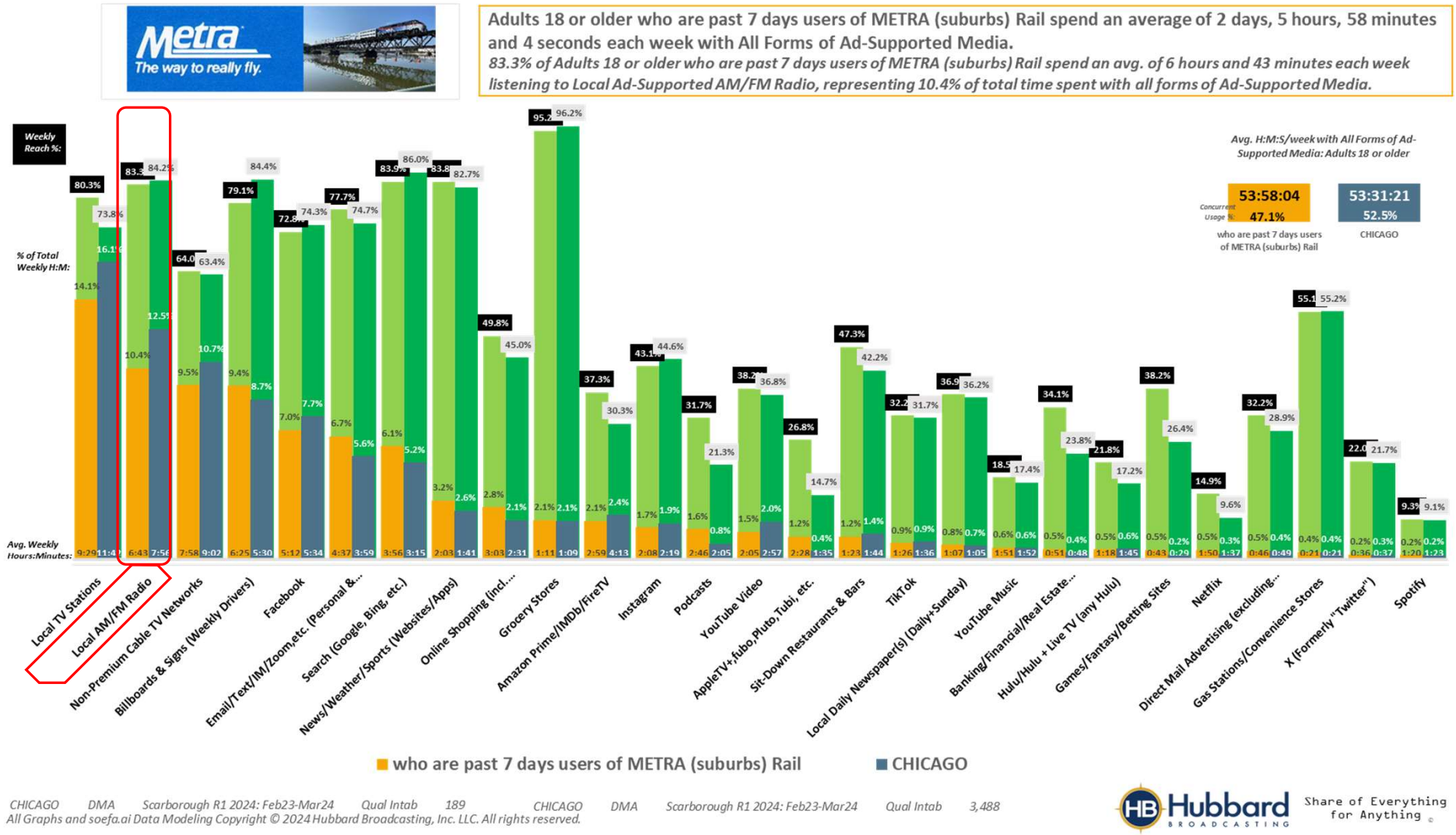


WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 766 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

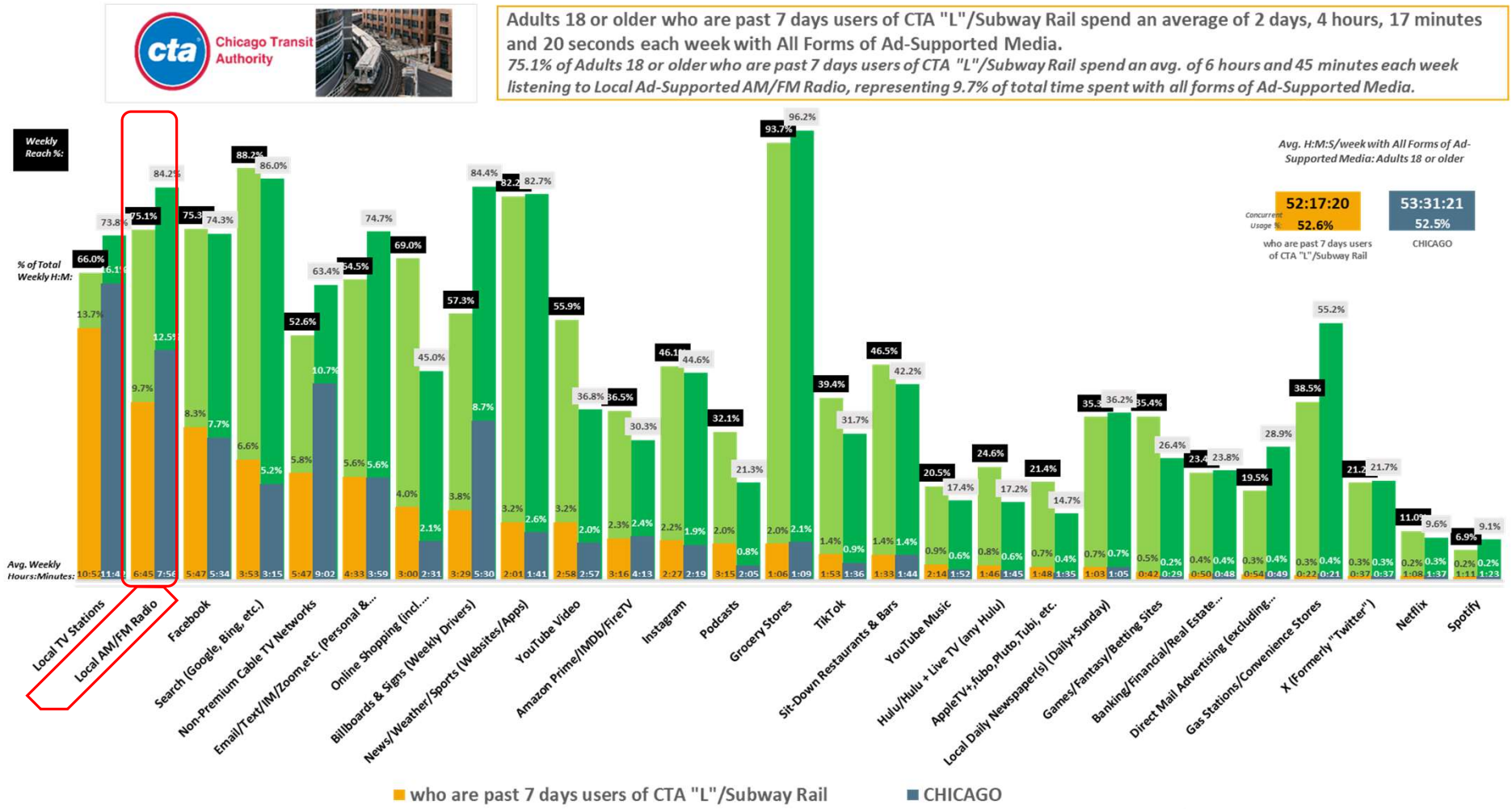
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Traveled by Acela/other Amtrak train past 12 mo: Other Amtrak train



Mode of transportation past 7 days (any purpose): Metra (suburbs)



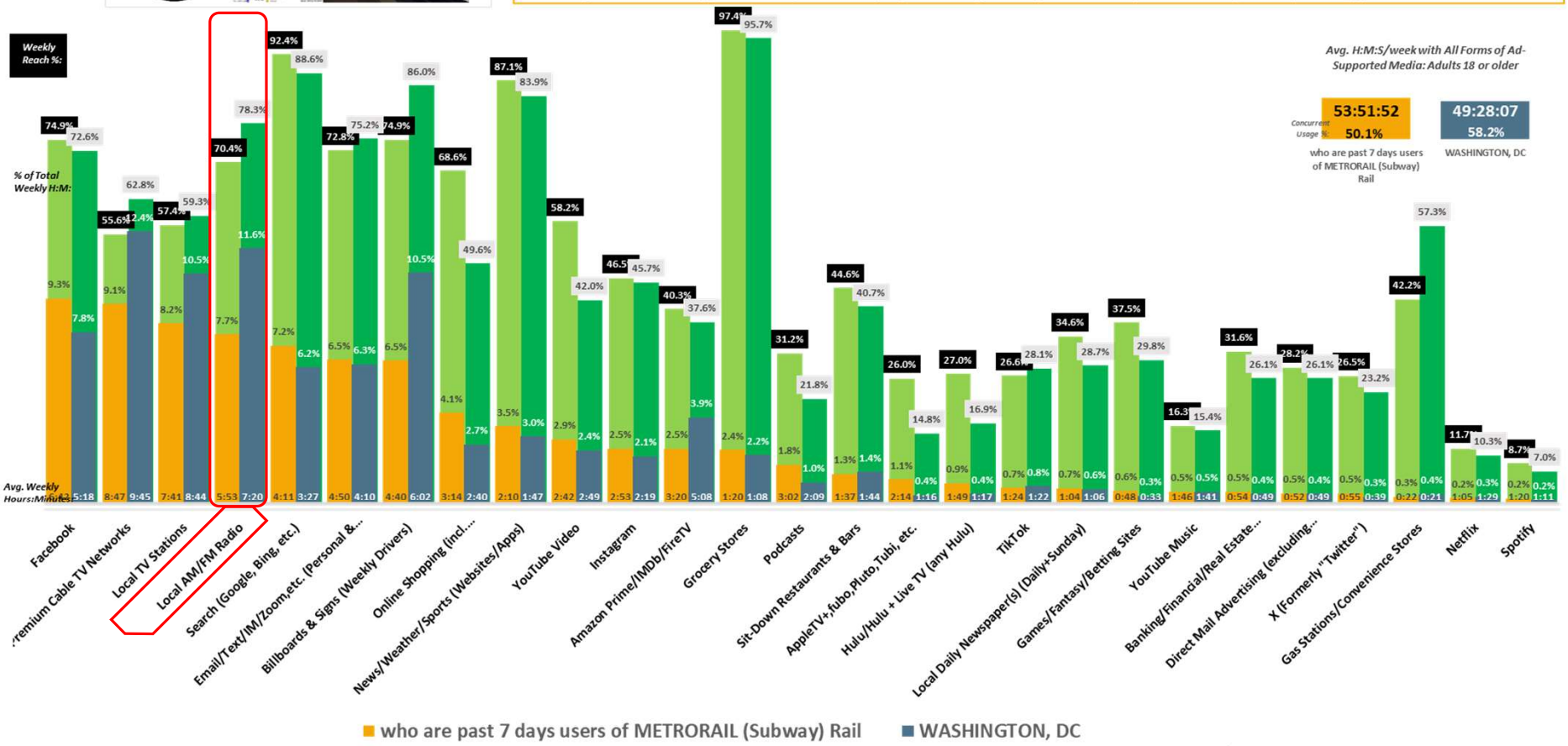
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 413 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488
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Mode of transportation past 7 days (any purpose): CTA 'L'/Subway (Chicago)



Adults 18 or older who are past 7 days users of METRORAIL (Subway) Rail spend an average of 2 days, 5 hours, 51 minutes and 52 seconds each week with All Forms of Ad-Supported Media.

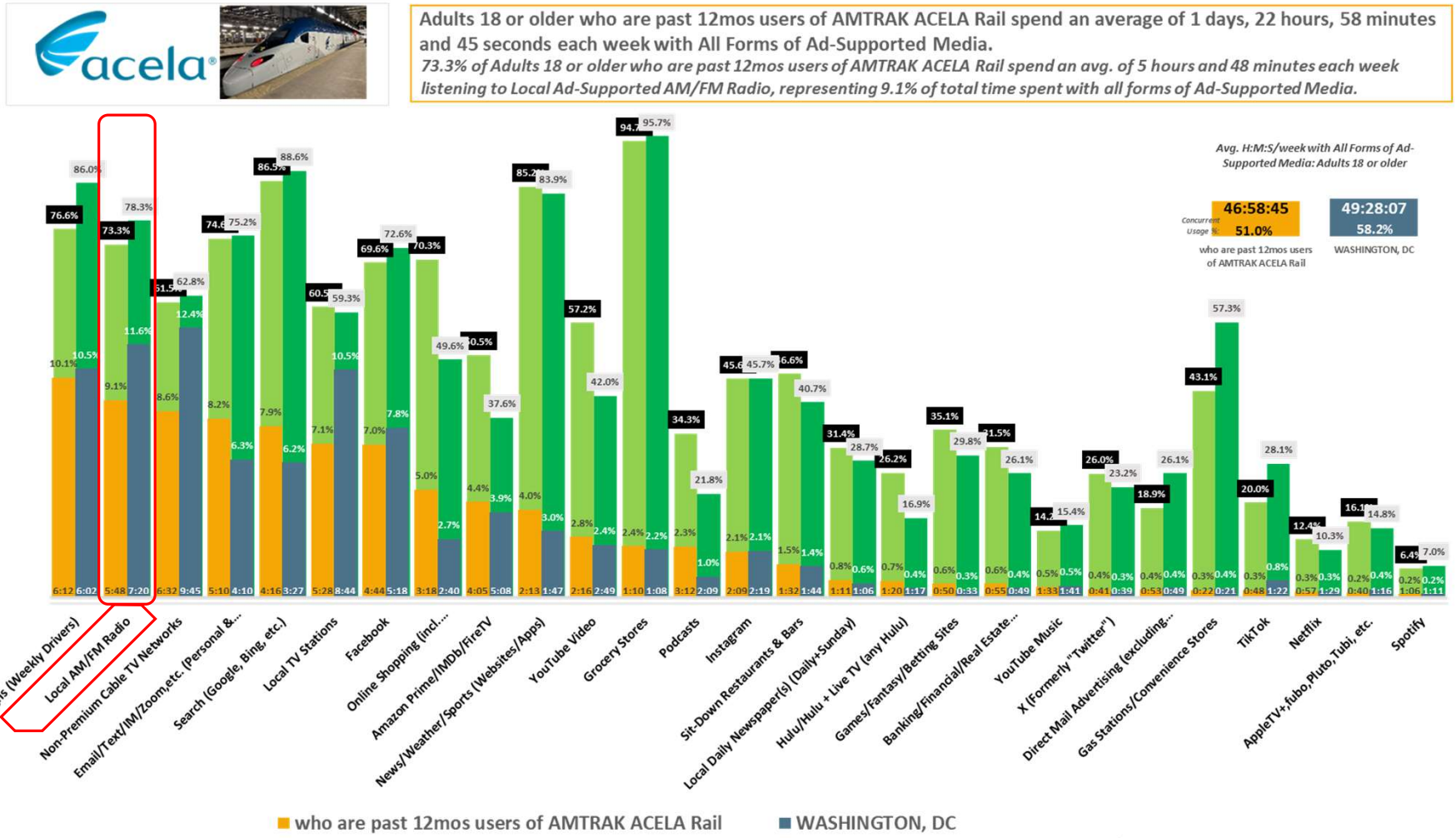
70.4% of Adults 18 or older who are past 7 days users of METRORAIL (Subway) Rail spend an avg. of 5 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.7% of total time spent with all forms of Ad-Supported Media.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 807 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411
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Mode of transportation past 7 days (any purpose): Metrorail (subway)



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 316 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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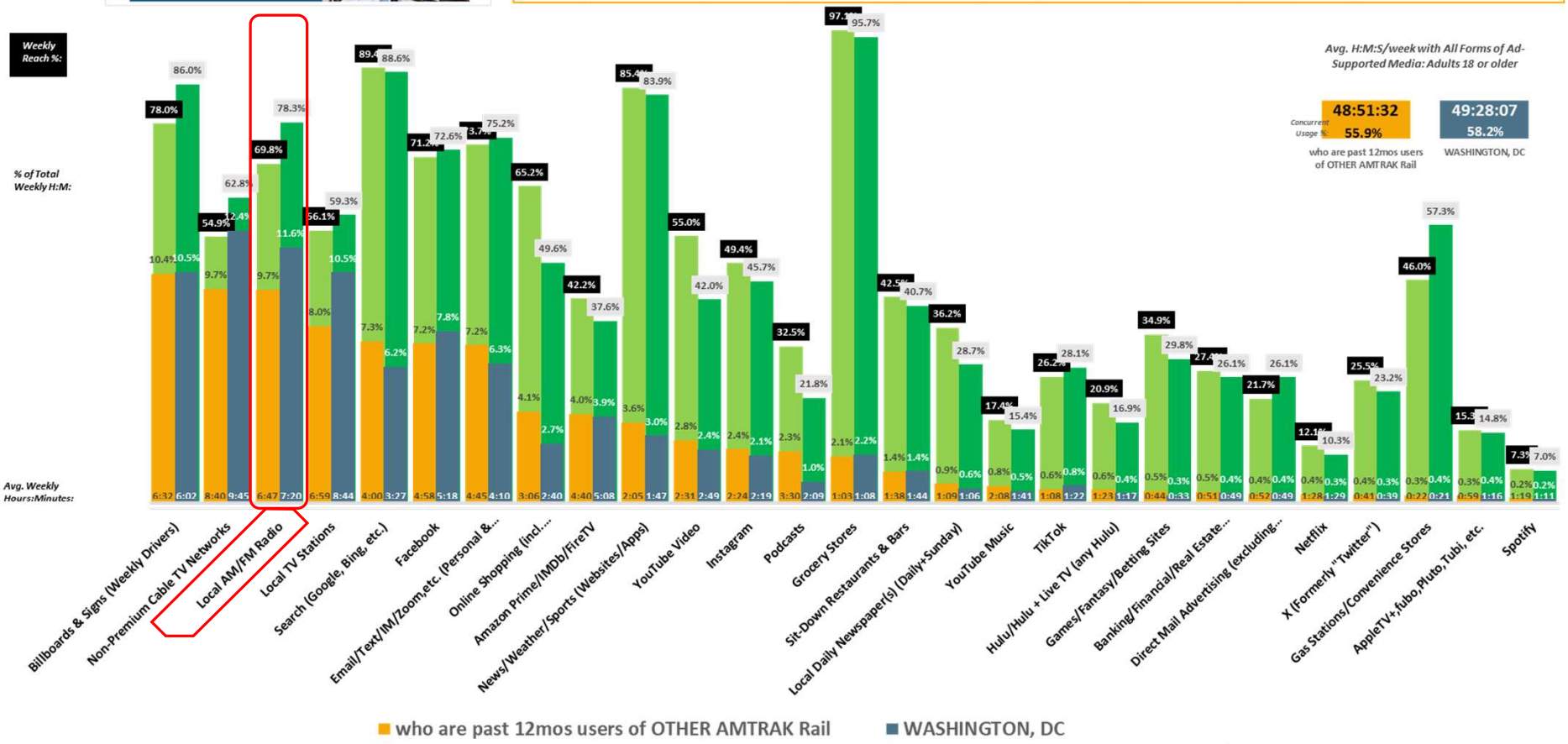
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Traveled by Acela/other Amtrak train past 12 mo: Acela



Adults 18 or older who are past 12mos users of OTHER AMTRAK Rail spend an average of 2 days, 0 hours, 51 minutes and 32 seconds each week with All Forms of Ad-Supported Media.

69.8% of Adults 18 or older who are past 12mos users of OTHER AMTRAK Rail spend an avg. of 6 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 766 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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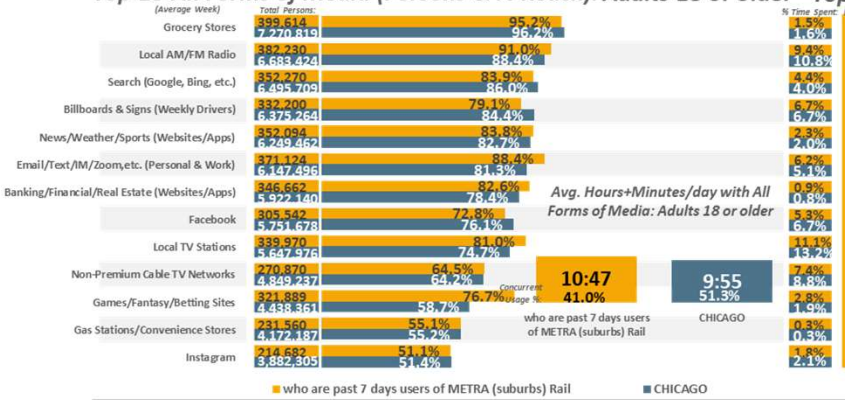
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Traveled by Acela/other Amtrak train past 12 mo: Other Amtrak train

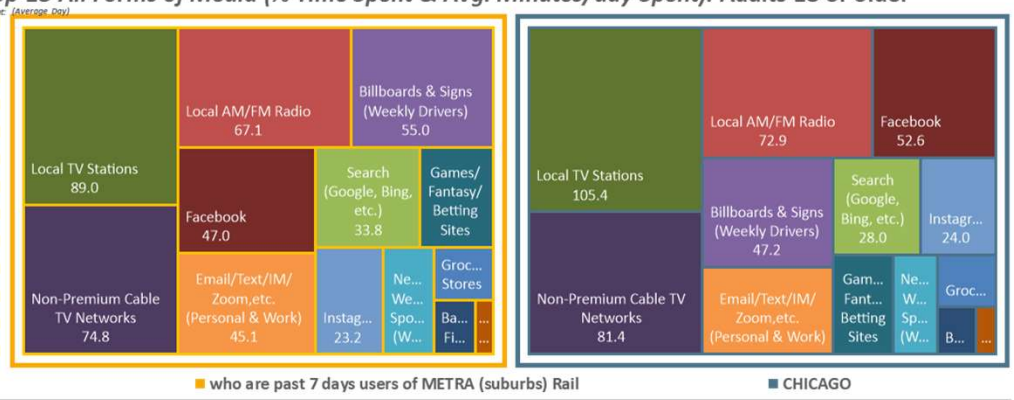


Adults 18 or older who are past 7 days users of METRA (suburbs) Rail spend an average of 7 hours and 42 minutes each day with All Forms of Ad-Supported Media. 83.3% listen to Local AM/FM Radio for an avg. of 57.6 minutes/day. *(Local Radio delivers 10.4% of Time with Ad-Supported Media.)*

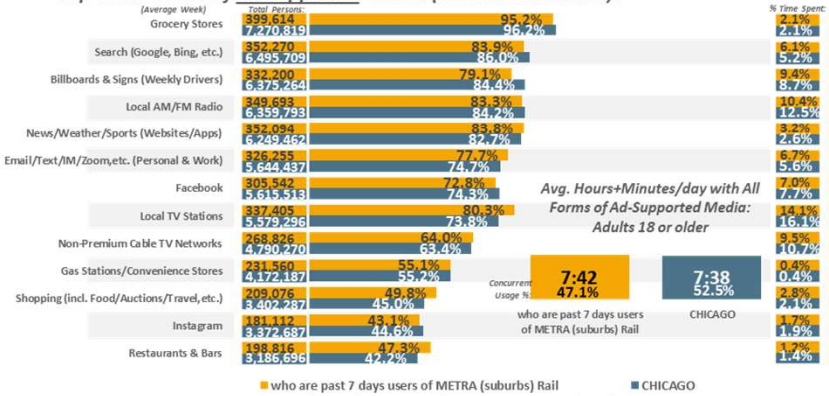
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



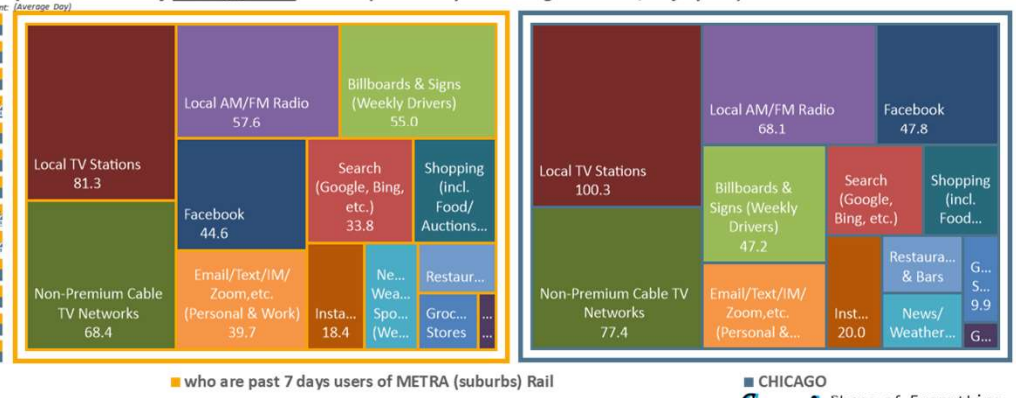
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

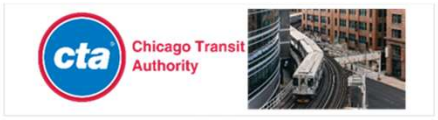


CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 189

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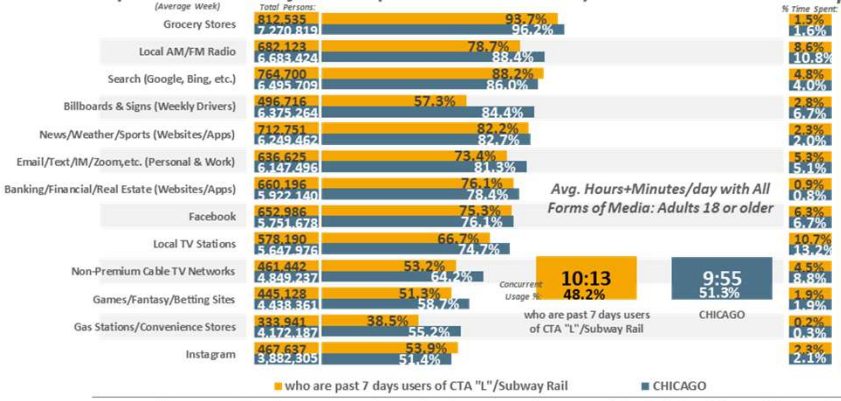
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Mode of transportation past 7 days (any purpose): Metra (suburbs)

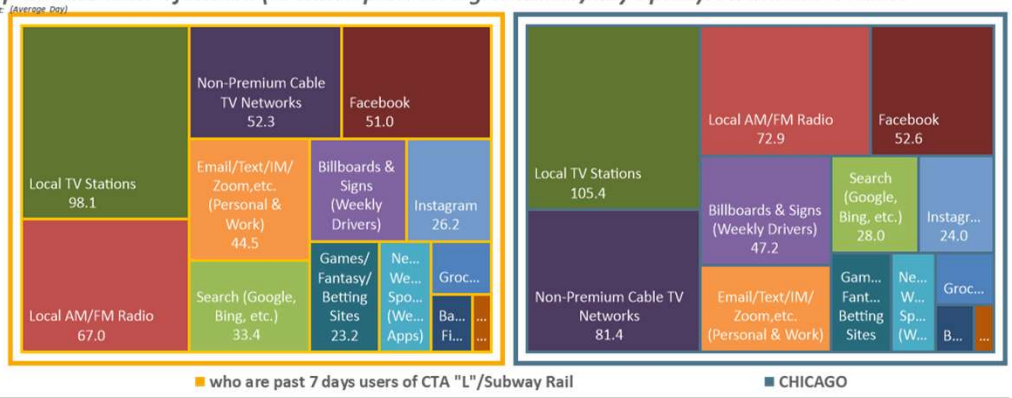


Adults 18 or older who are past 7 days users of CTA "L"/Subway Rail spend an average of 7 hours and 28 minutes each day with All Forms of Ad-Supported Media. 75.1% listen to Local AM/FM Radio for an avg. of 57.9 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

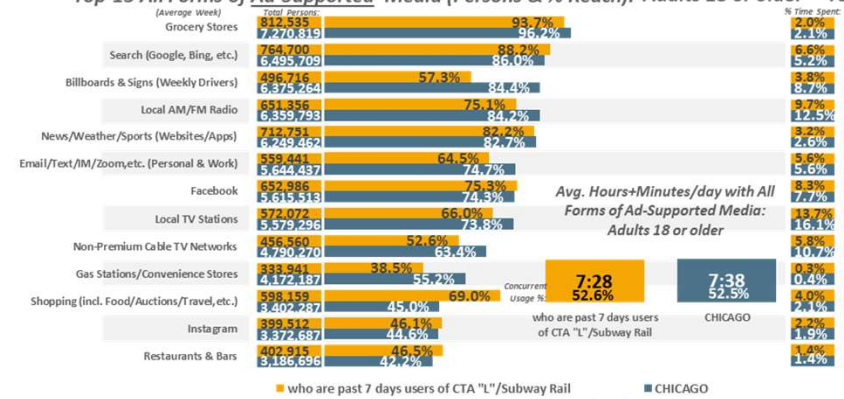
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



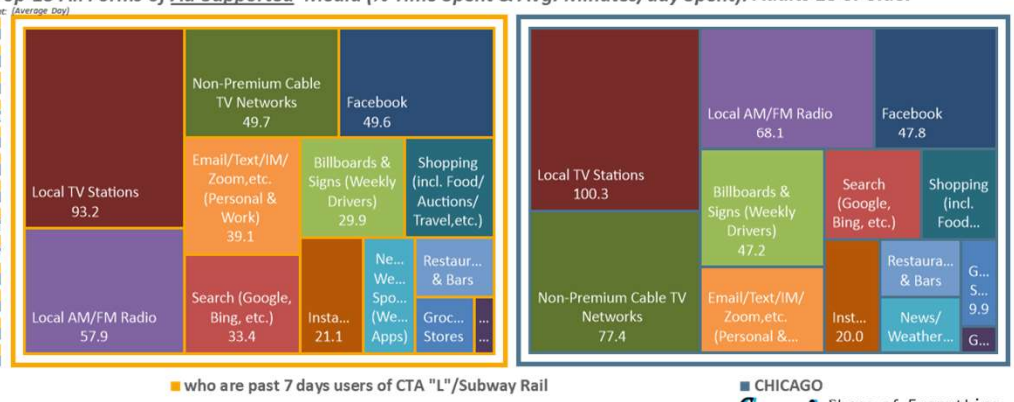
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 413

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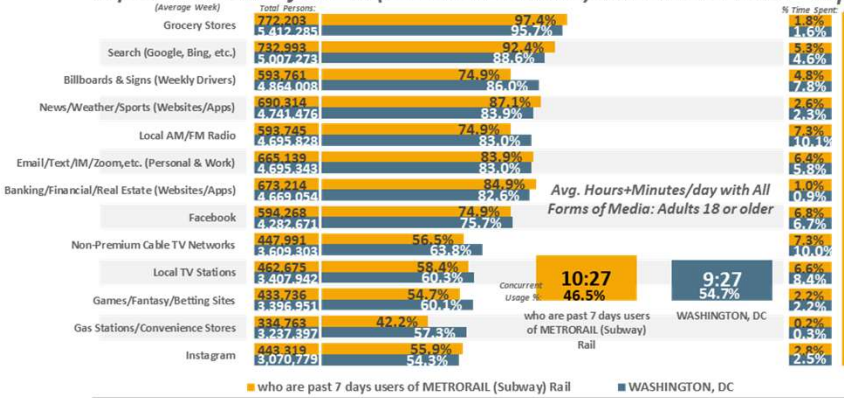
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Mode of transportation past 7 days (any purpose): CTA 'L'/Subway (Chicago)

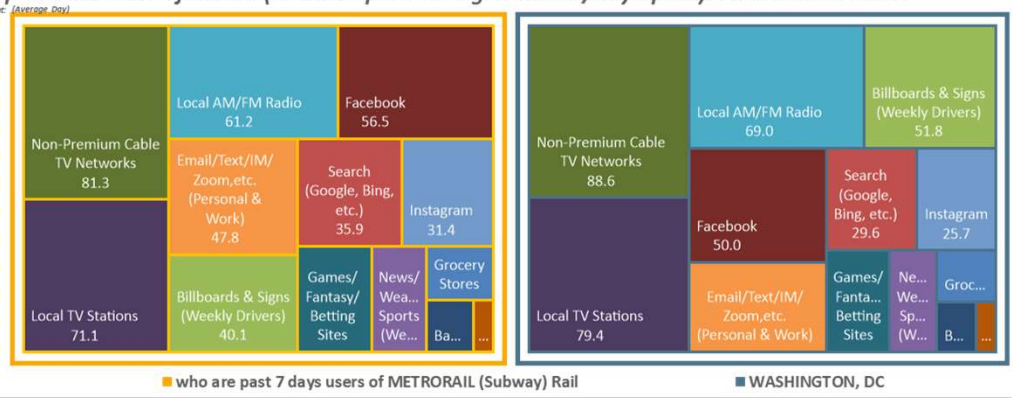


Adults 18 or older who are past 7 days users of METRORAIL (Subway) Rail spend an average of 7 hours and 41 minutes each day with All Forms of Ad-Supported Media. 70.4% listen to Local AM/FM Radio for an avg. of 50.6 minutes/day. *(Local Radio delivers 7.7% of Time with Ad-Supported Media.)*

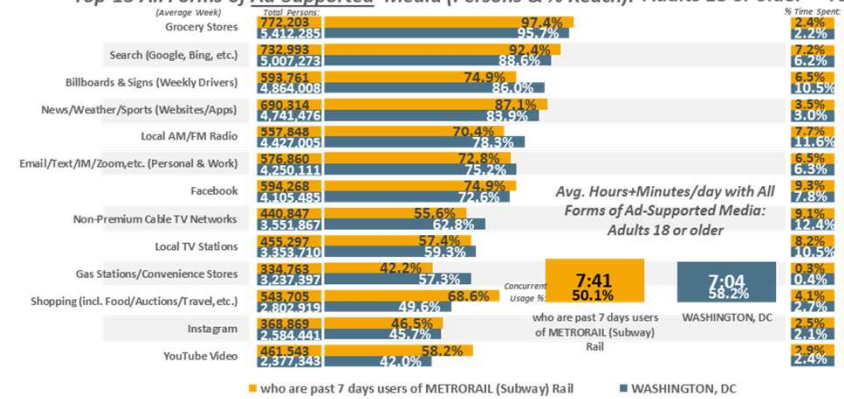
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



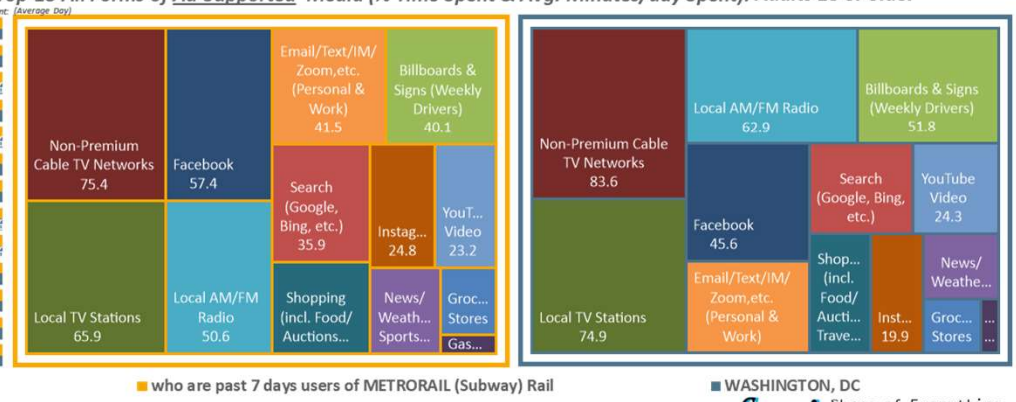
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 807

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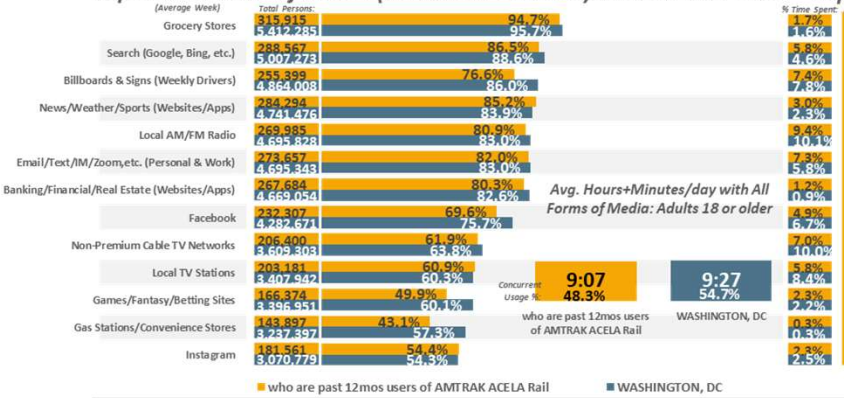
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Mode of transportation past 7 days (any purpose): Metrorail (subway)

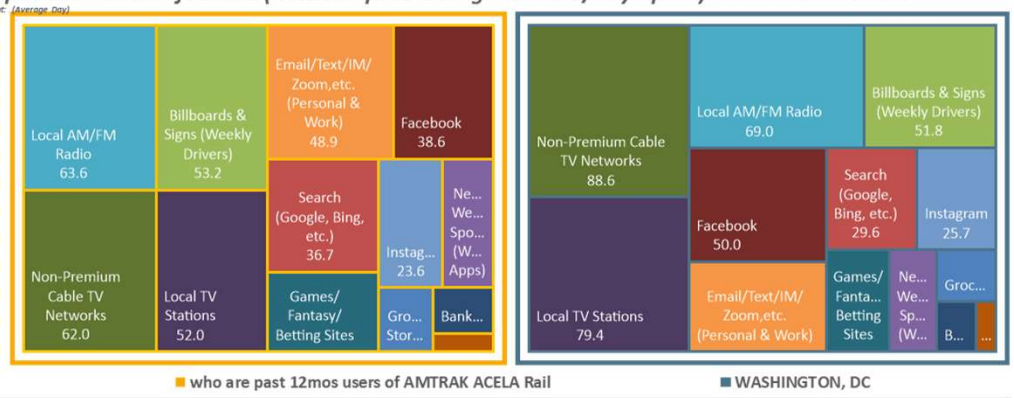


Adults 18 or older who are past 12mos users of AMTRAK ACELA Rail spend an average of 6 hours and 42 minutes each day with All Forms of Ad-Supported Media. 73.3% listen to Local AM/FM Radio for an avg. of 49.7 minutes/day. *(Local Radio delivers 9.1% of Time with Ad-Supported Media.)*

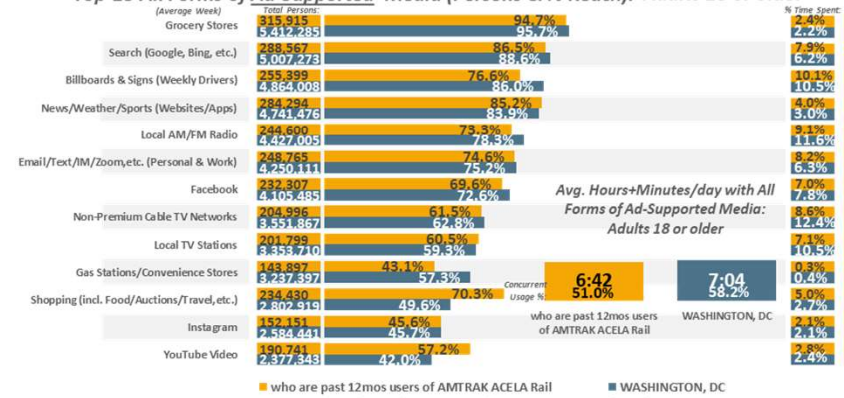
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



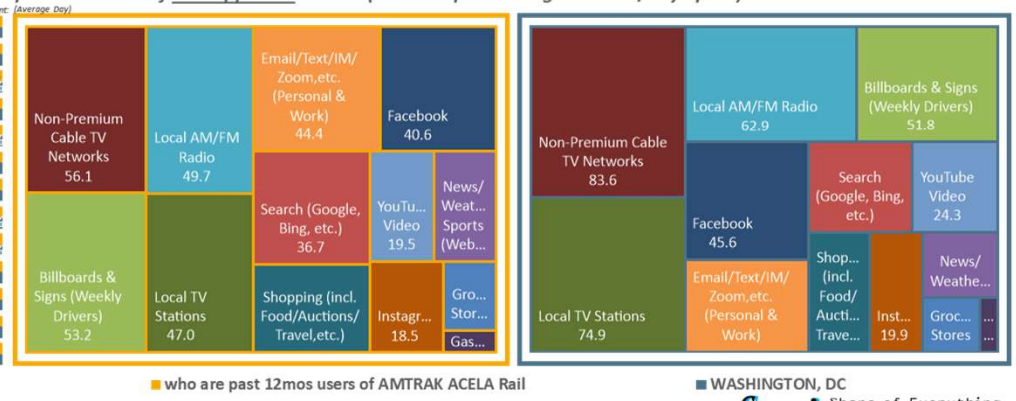
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 316

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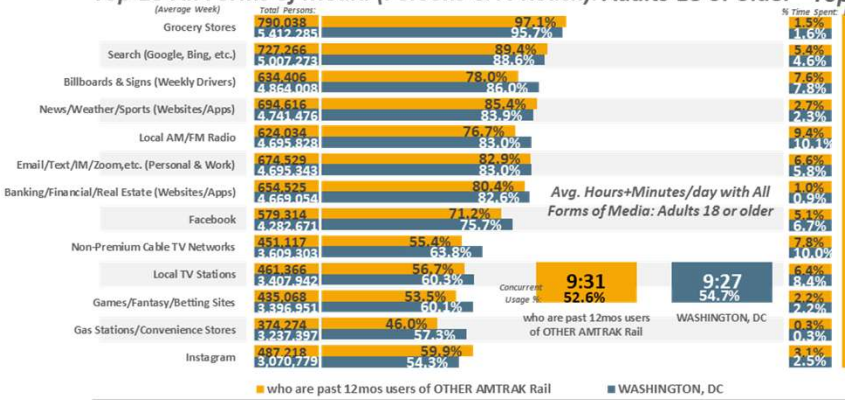
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Traveled by Acela/other Amtrak train past 12 mo: Acela

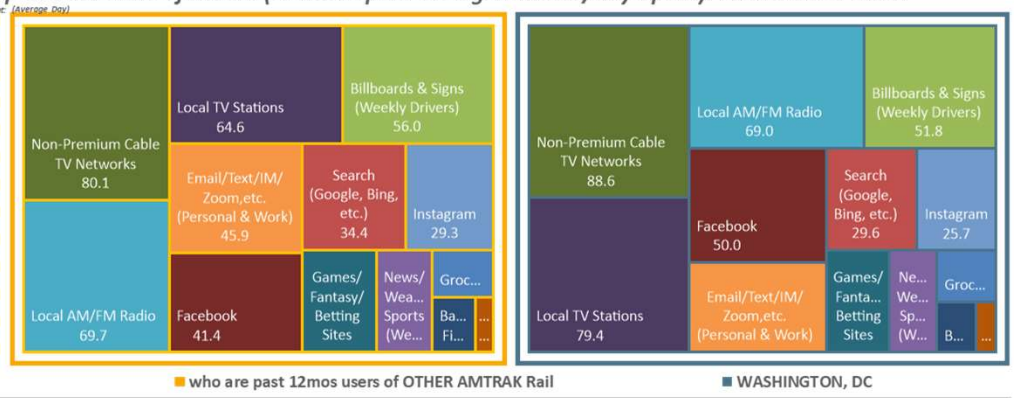


Adults 18 or older who are past 12mos users of OTHER AMTRAK Rail spend an average of 6 hours and 58 minutes each day with All Forms of Ad-Supported Media. 69.8% listen to Local AM/FM Radio for an avg. of 58.2 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

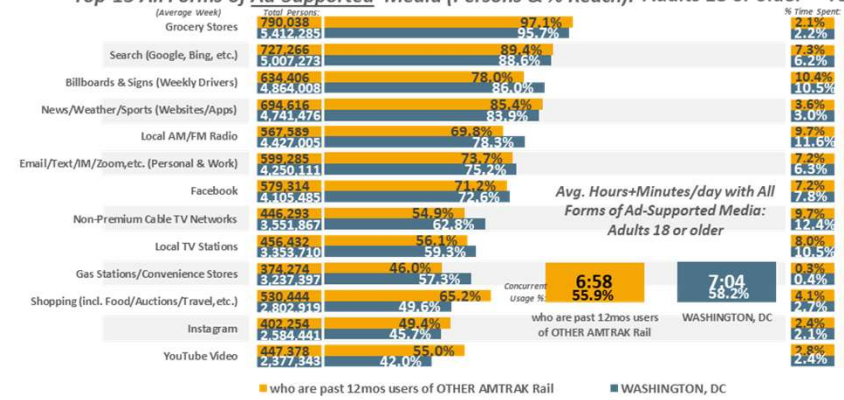
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



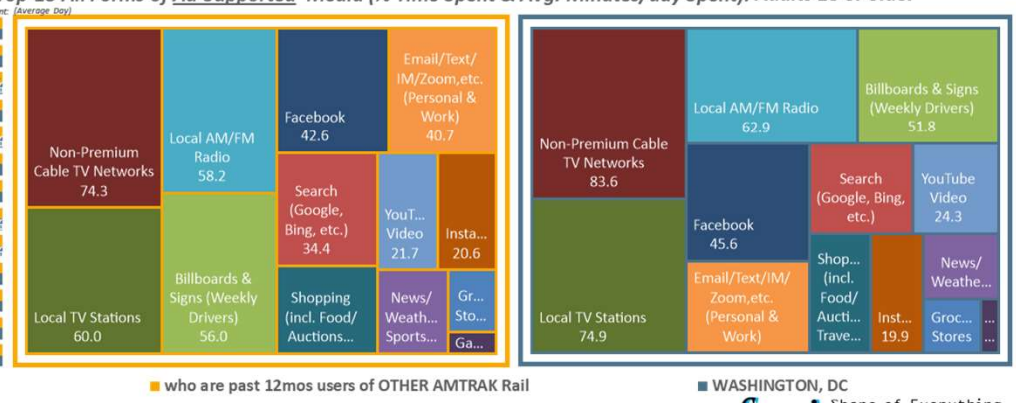
Top-13 All Forms of (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 766

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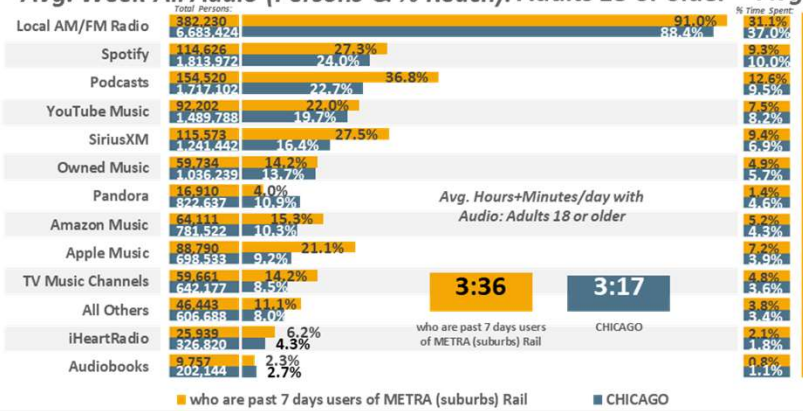
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Traveled by Acela/other Amtrak train past 12 mo: Other Amtrak train

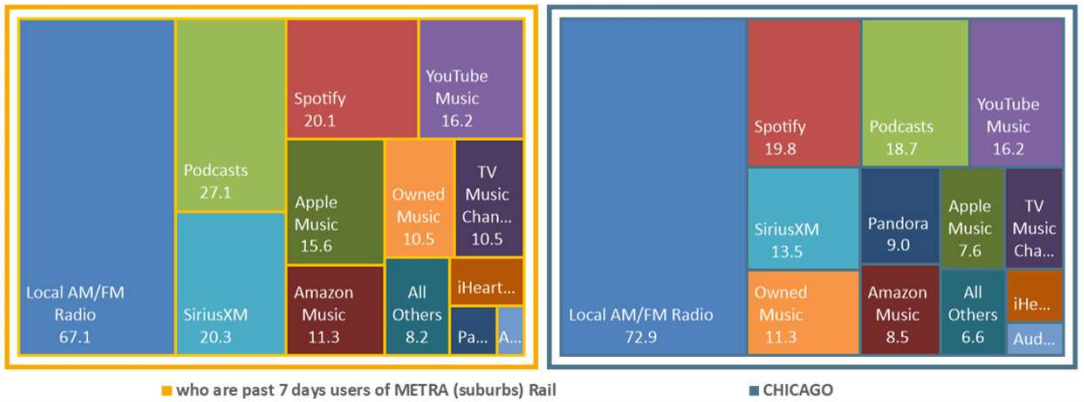


349,693 or 83.3% of Adults 18 or older who are past 7 days users of METRA (suburbs) Rail listen to Ad-Supported Local AM/FM Radio for an average of 57.6 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.

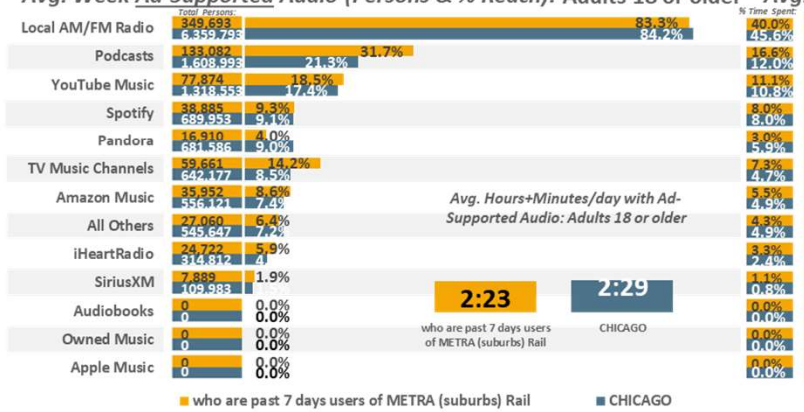
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



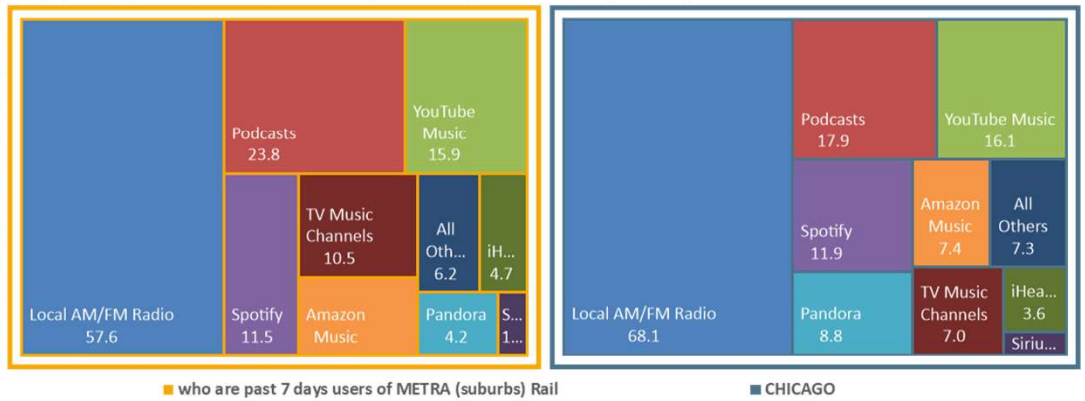
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 189

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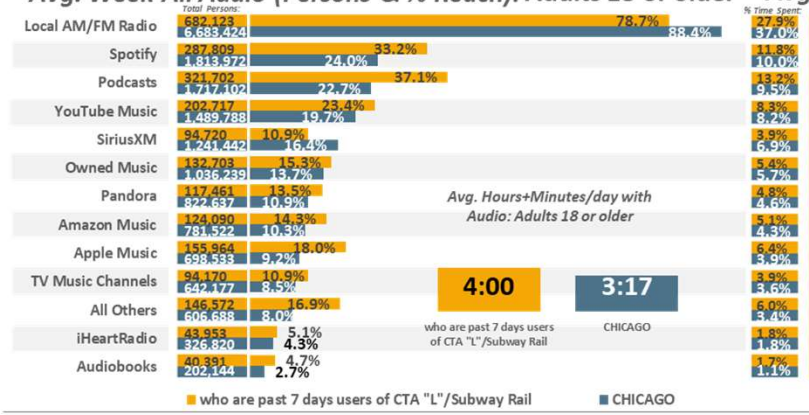
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Mode of transportation past 7 days (any purpose): Metra (suburbs)

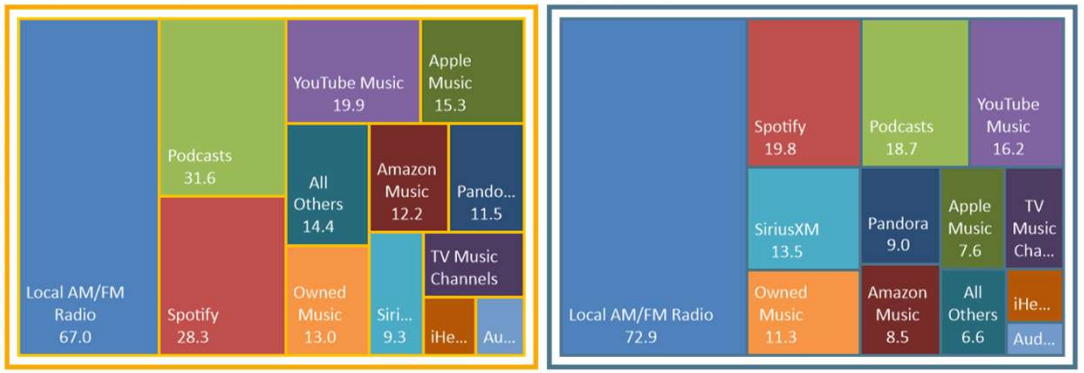


651,356 or 75.1% of Adults 18 or older who are past 7 days users of CTA "L"/Subway Rail listen to Ad-Supported Local AM/FM Radio for an average of 57.9 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.

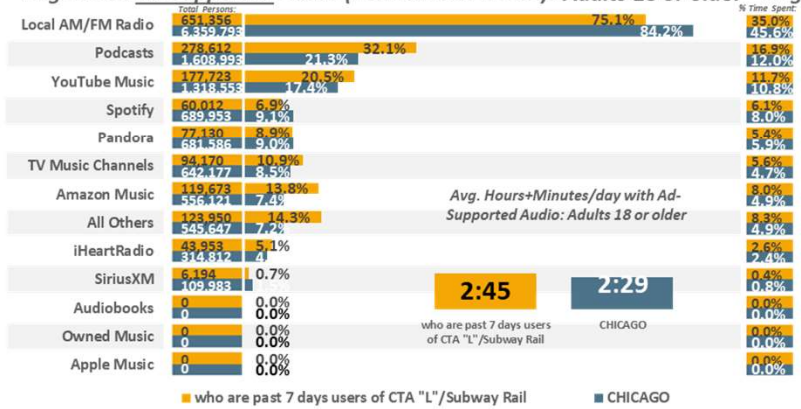
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



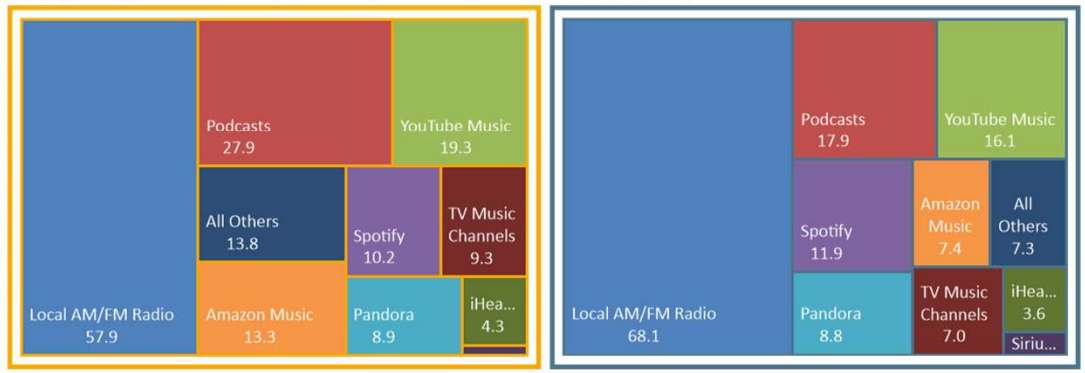
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 413

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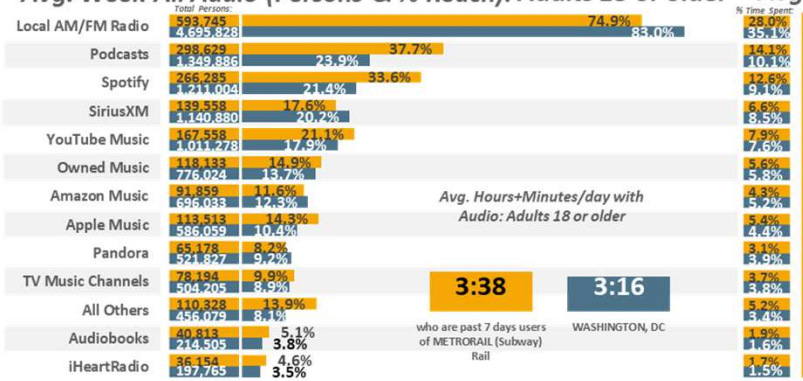
soefa.ai Share of Everything for Anything

Mode of transportation past 7 days (any purpose): CTA 'L'/Subway (Chicago)

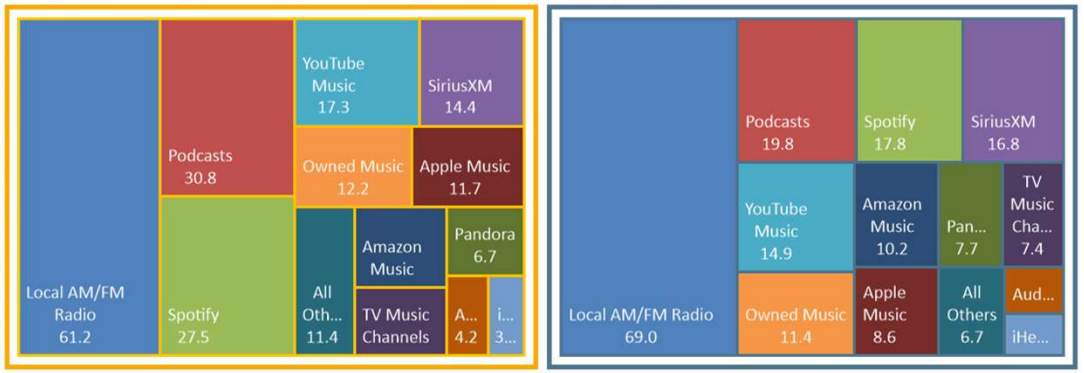


557,848 or 70.4% of Adults 18 or older who are past 7 days users of METRORAIL (Subway) Rail listen to Ad-Supported Local AM/FM Radio for an average of 50.6 minutes every day representing 35.1% of all time spent daily with Ad-Supported Audio.

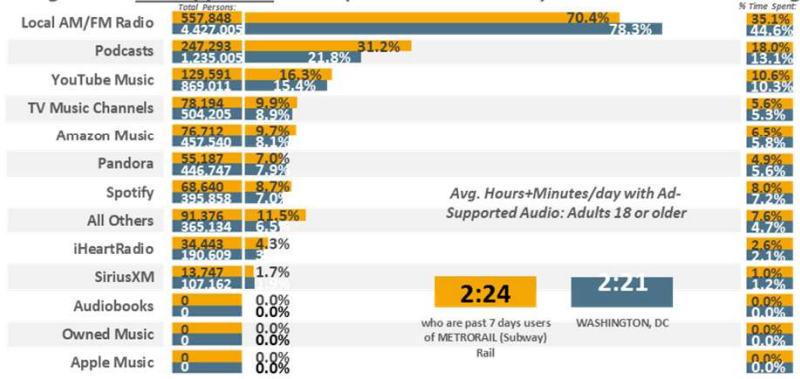
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



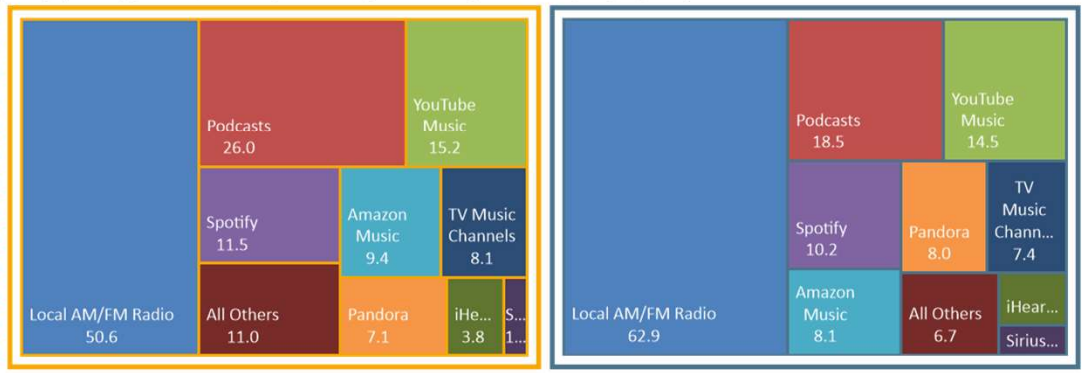
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 807

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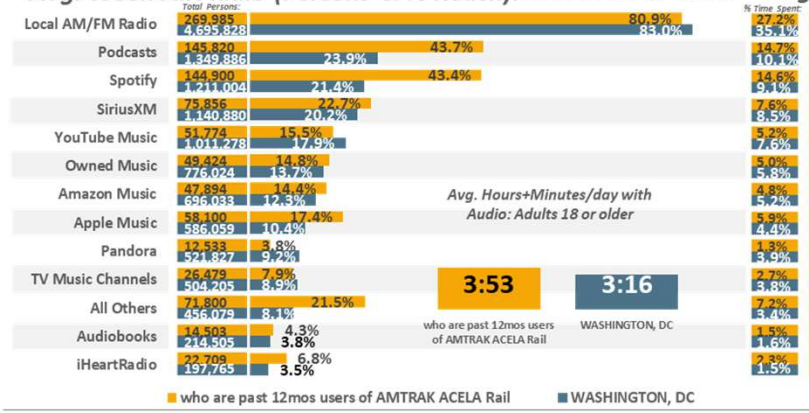
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Mode of transportation past 7 days (any purpose): Metrorail (subway)

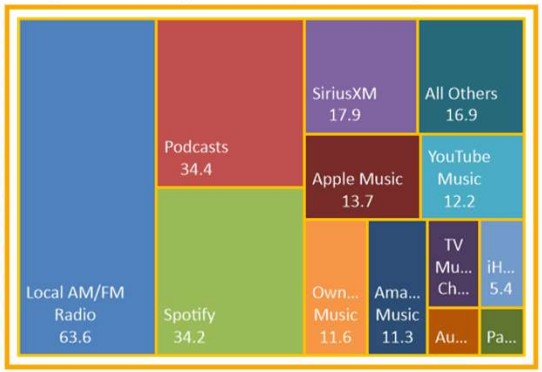


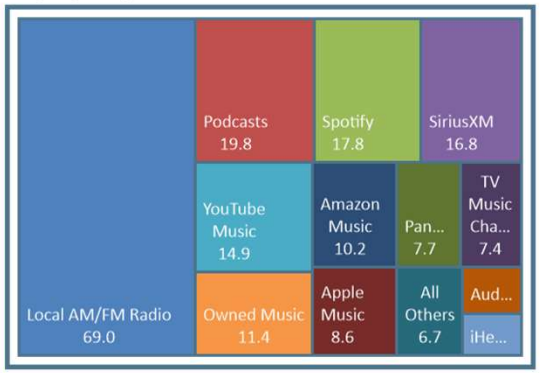
244,600 or 73.3% of Adults 18 or older who are past 12mos users of AMTRAK ACELA Rail listen to Ad-Supported Local AM/FM Radio for an average of 49.7 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 18 or older



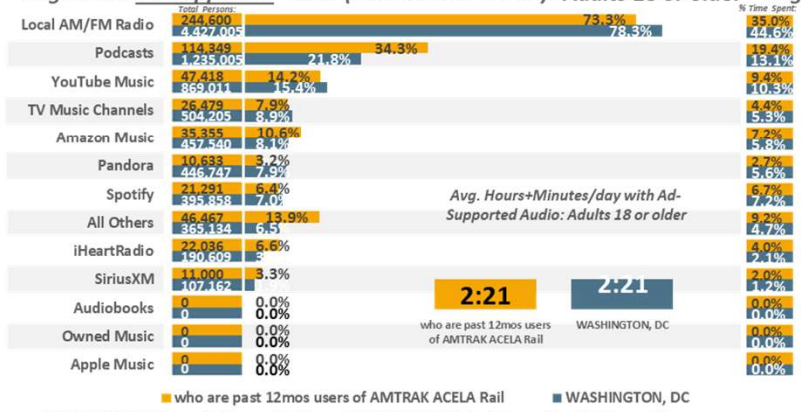
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



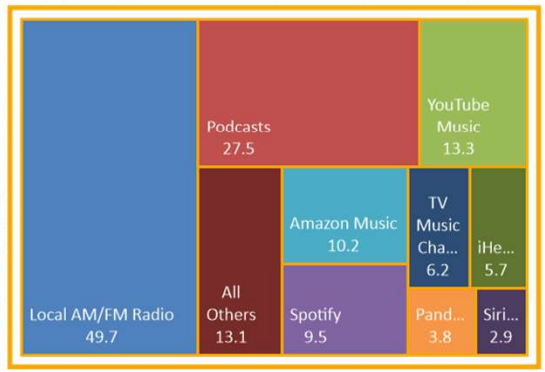


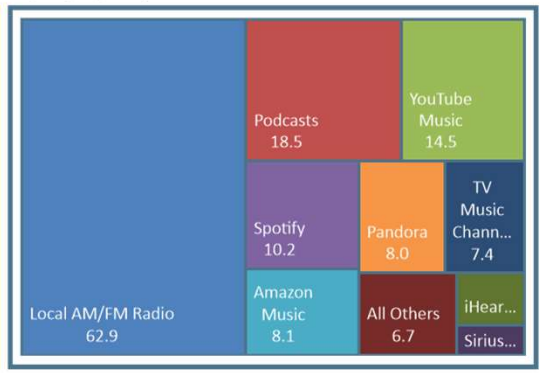
who are past 12mos users of AMTRAK ACELA Rail ■ WASHINGTON, DC

Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





who are past 12mos users of AMTRAK ACELA Rail ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 316

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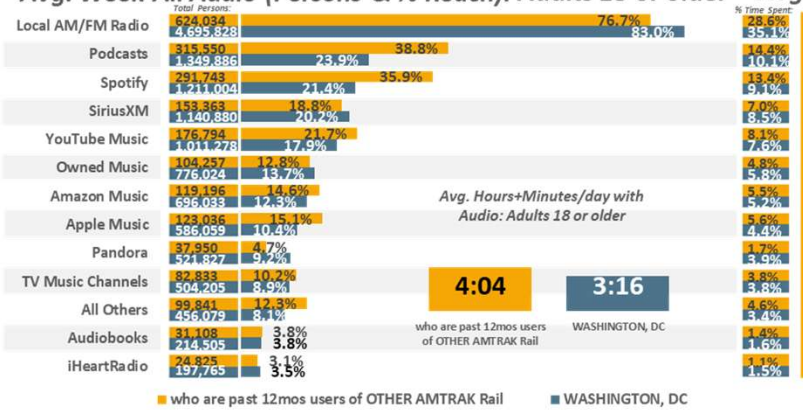
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Traveled by Acela/other Amtrak train past 12 mo: Acela

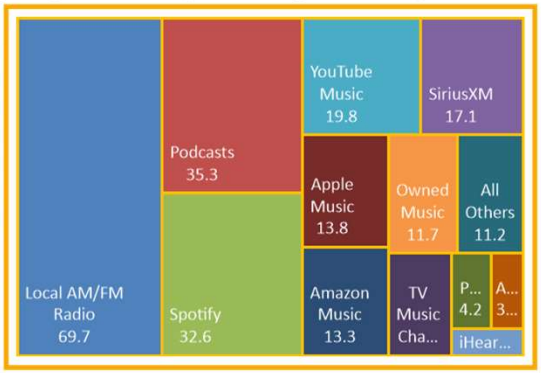


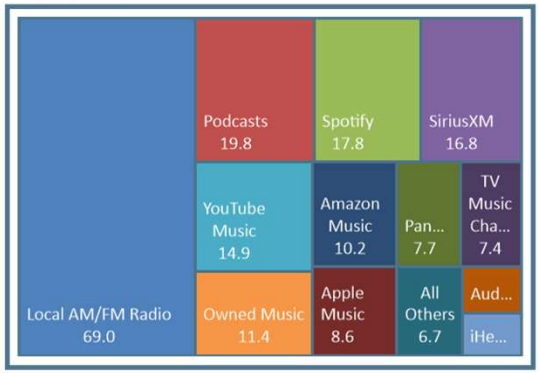
567,589 or 69.8% of Adults 18 or older who are past 12mos users of OTHER AMTRAK Rail listen to Ad-Supported Local AM/FM Radio for an average of 58.2 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 18 or older

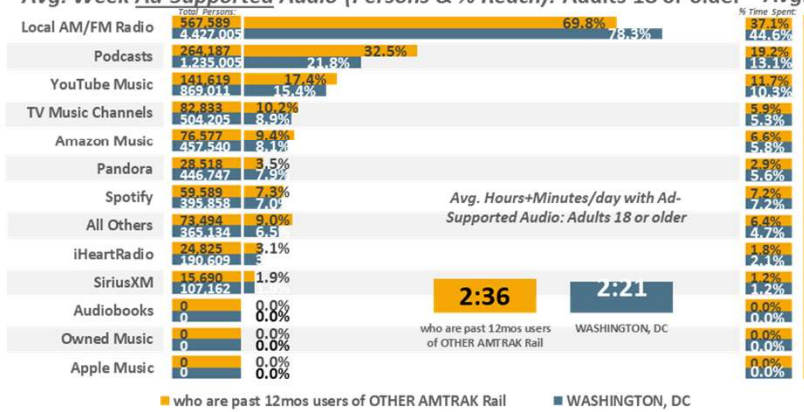


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

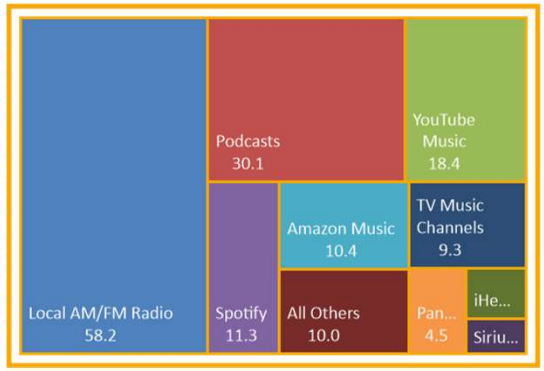


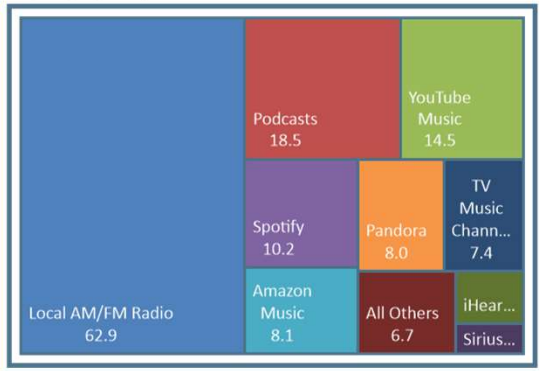


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 766

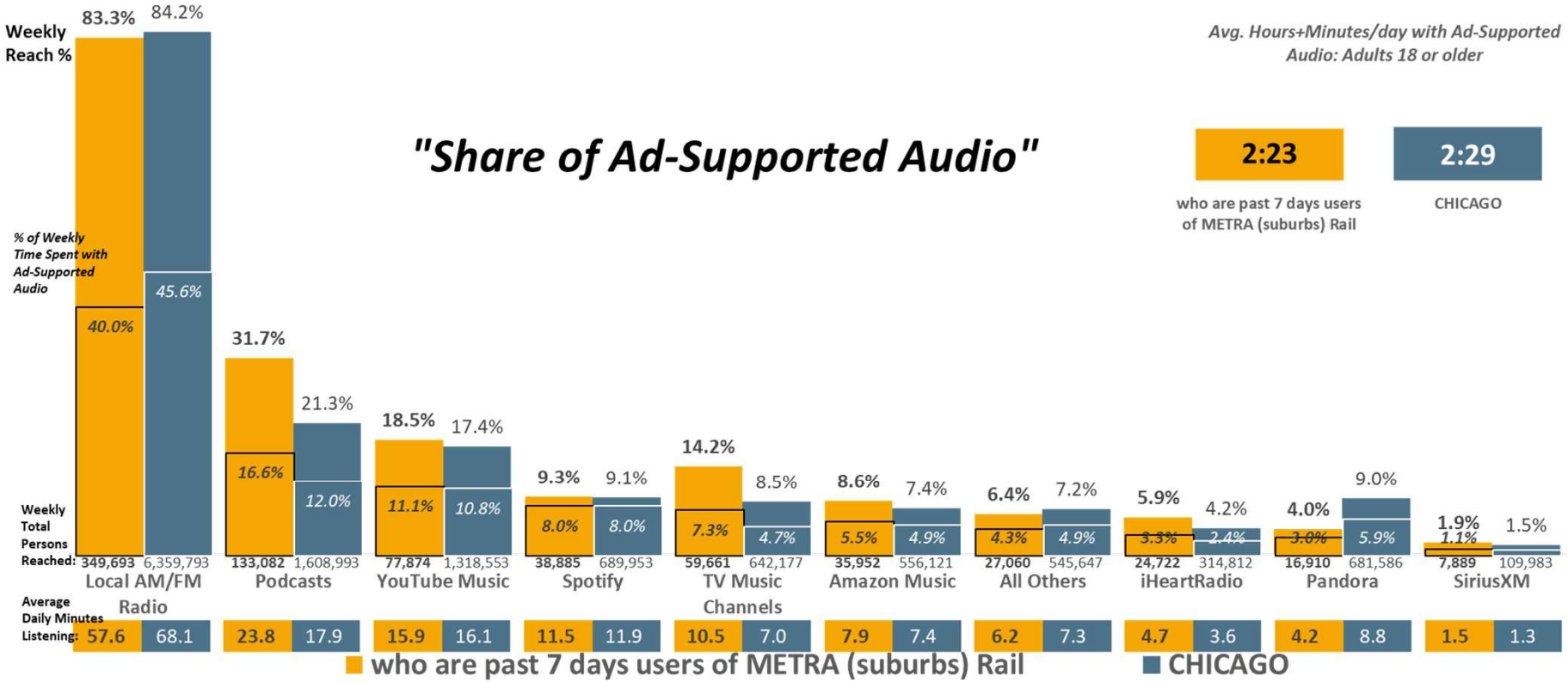
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Traveled by Acela/other Amtrak train past 12 mo: Other Amtrak train



349,693 or 83.3% of Adults 18 or older who are past 7 days users of METRA (suburbs) Rail listen to Ad-Supported Local AM/FM Radio for an average of 57.6 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 189 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

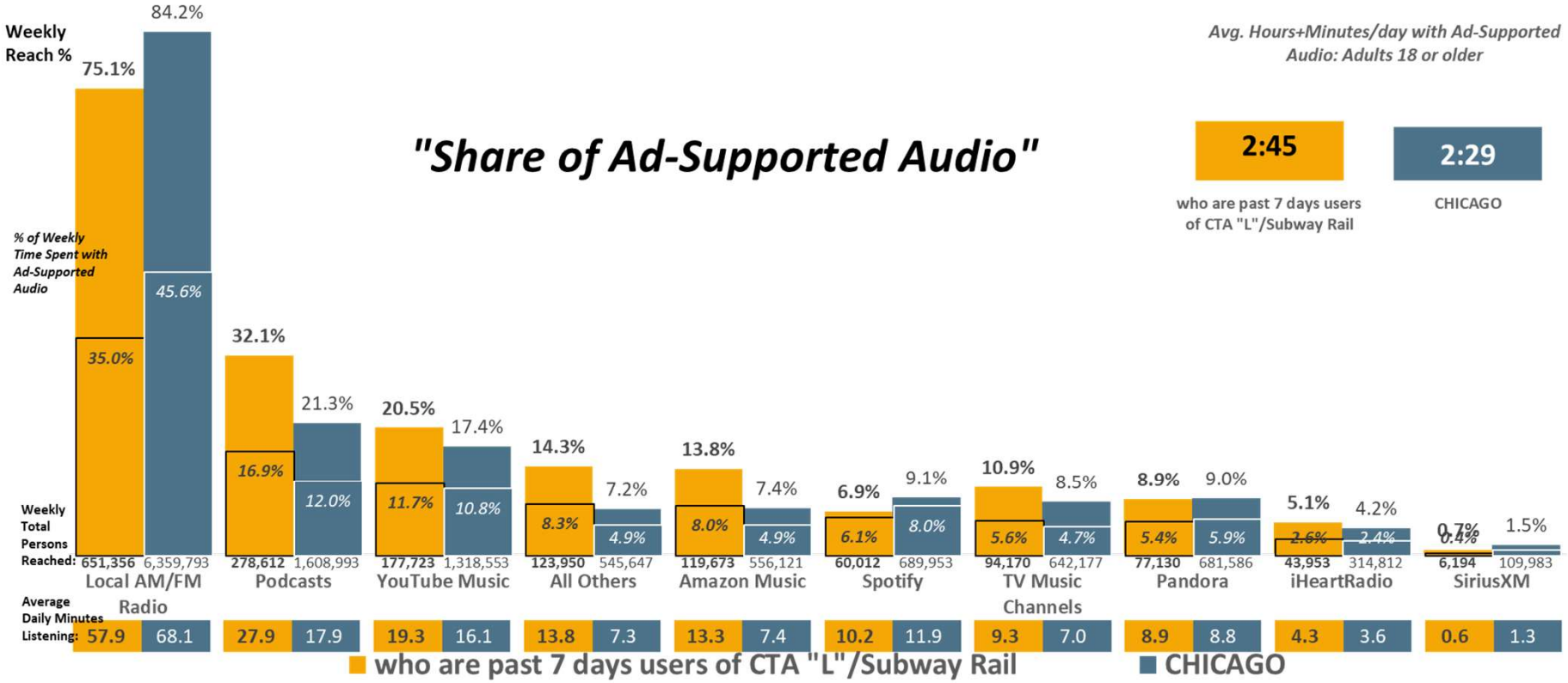
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Mode of transportation past 7 days (any purpose): Metra (suburbs)



651,356 or 75.1% of Adults 18 or older who are past 7 days users of CTA "L"/Subway Rail listen to Ad-Supported Local AM/FM Radio for an average of 57.9 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 413 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

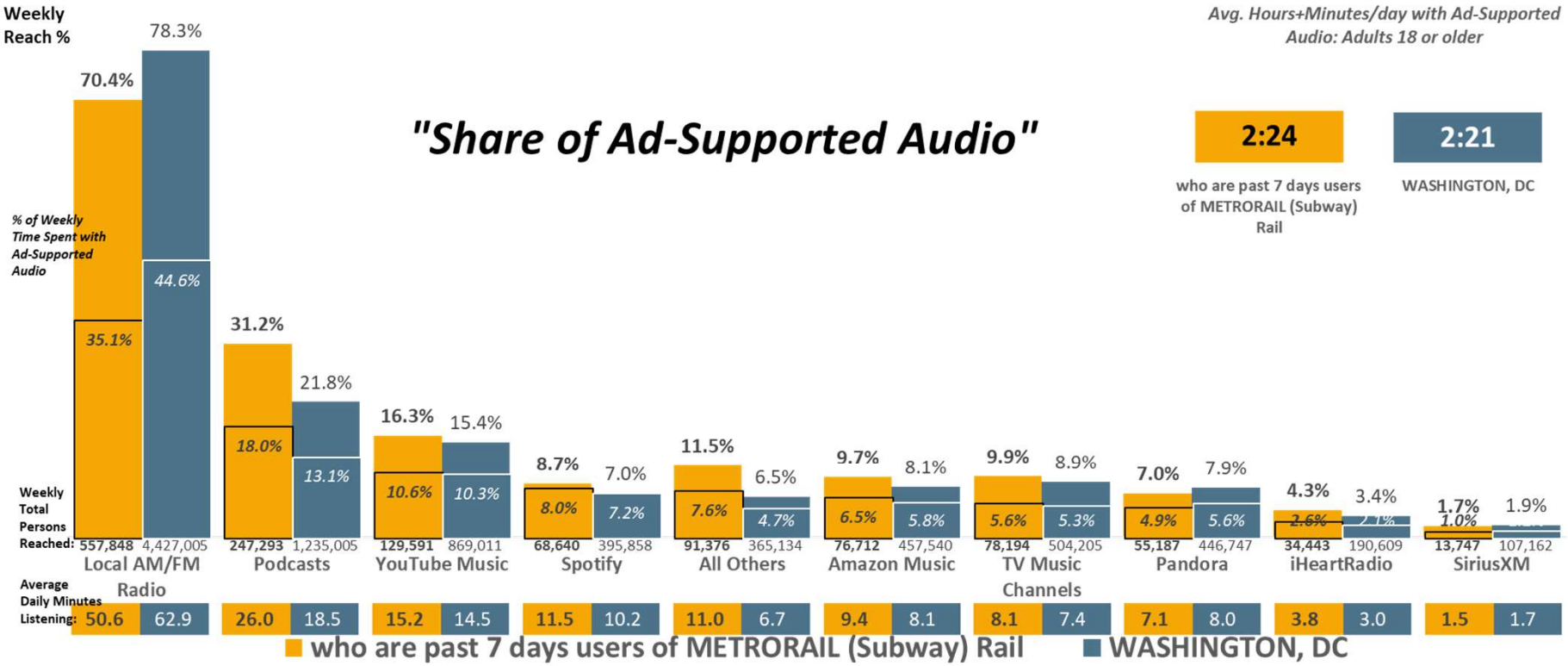
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Mode of transportation past 7 days (any purpose): CTA 'L'/Subway (Chicago)



557,848 or 70.4% of Adults 18 or older who are past 7 days users of METRORAIL (Subway) Rail listen to Ad-Supported Local AM/FM Radio for an average of 50.6 minutes every day representing 35.1% of all time spent daily with Ad-Supported Audio.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 807 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

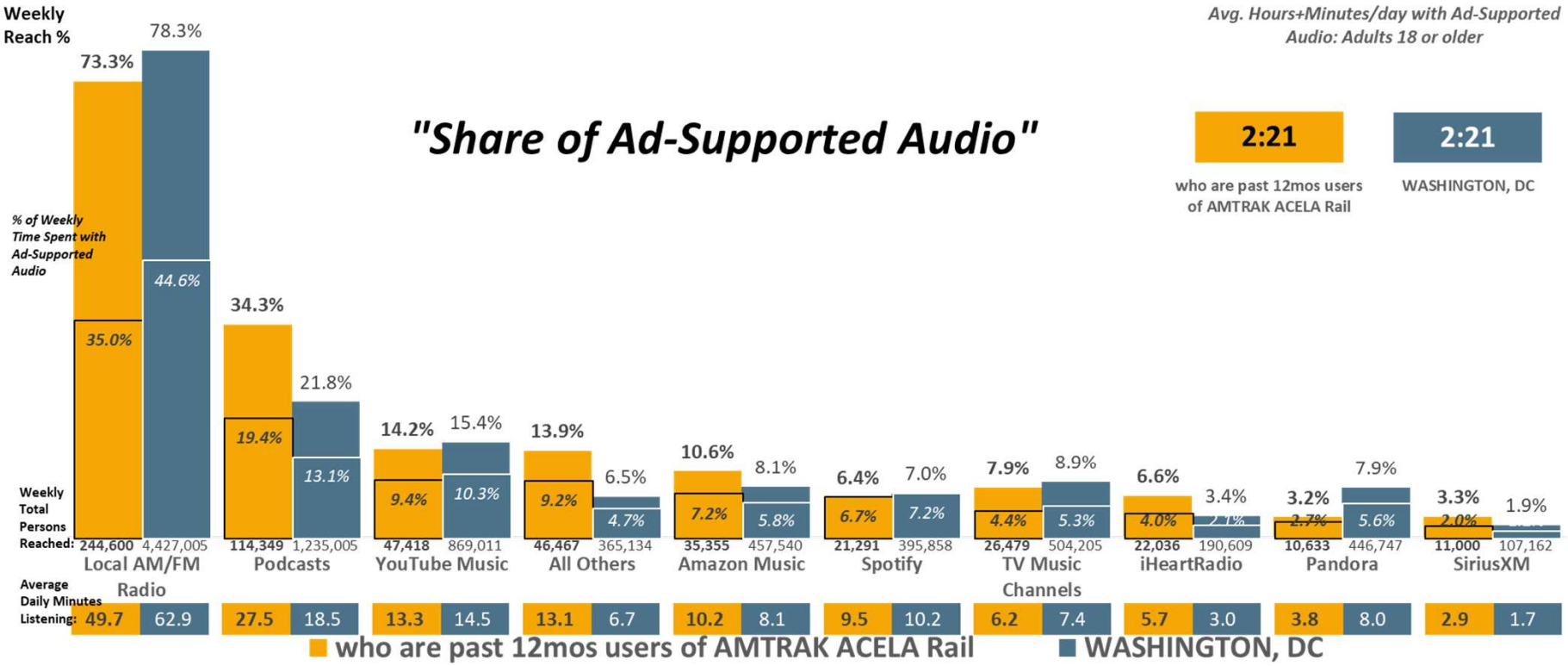
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Mode of transportation past 7 days (any purpose): Metrorail (subway)



244,600 or 73.3% of Adults 18 or older who are past 12mos users of AMTRAK ACELA Rail listen to Ad-Supported Local AM/FM Radio for an average of 49.7 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 316 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

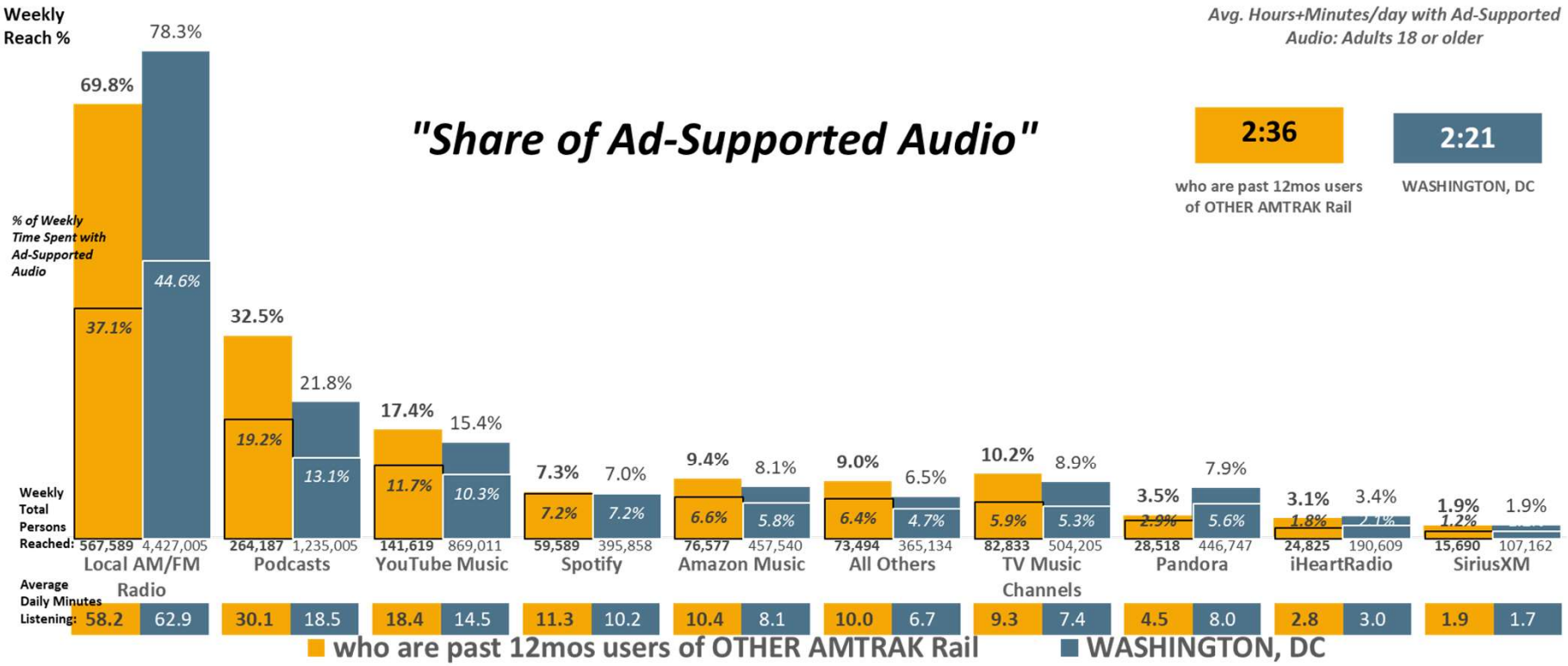
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Traveled by Acela/other Amtrak train past 12 mo: Acela



567,589 or 69.8% of Adults 18 or older who are past 12mos users of OTHER AMTRAK Rail listen to Ad-Supported Local AM/FM Radio for an average of 58.2 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 766 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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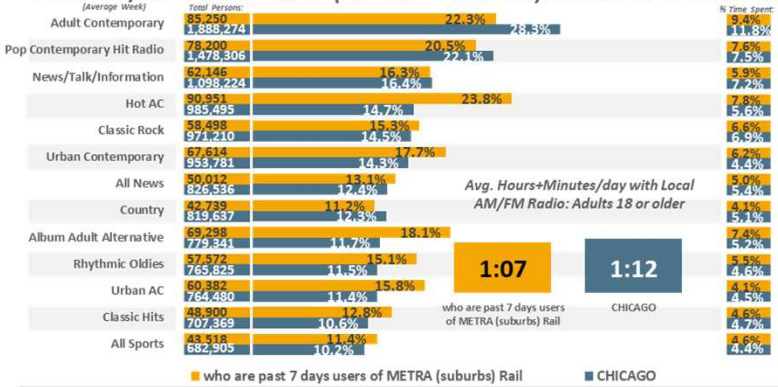
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Traveled by Acela/other Amtrak train past 12 mo: Other Amtrak train

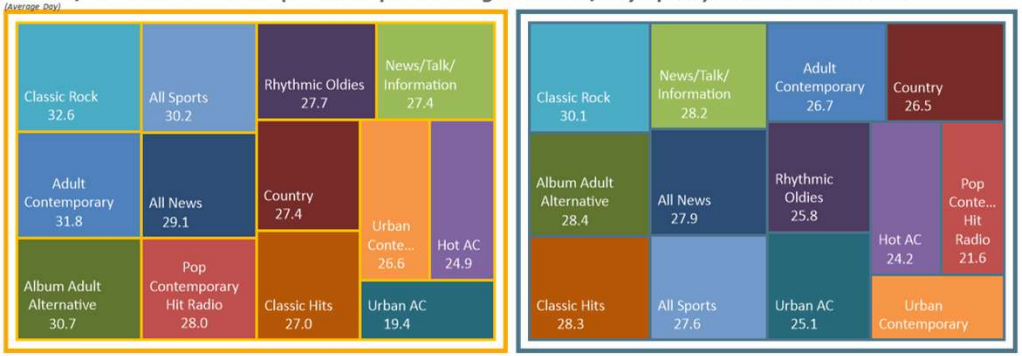


349,693 or 83.3% of Adults 18 or older who are past 7 days users of METRA (suburbs) Rail listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Contemporary, Pop Contemporary Hit Radio, Album Adult Alternative, and Urban Contemporar

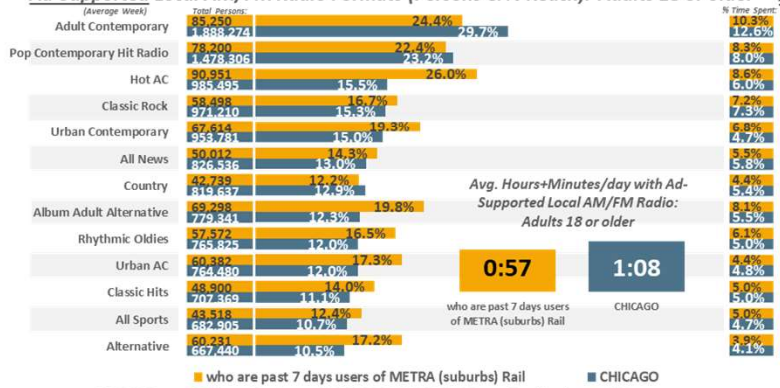
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



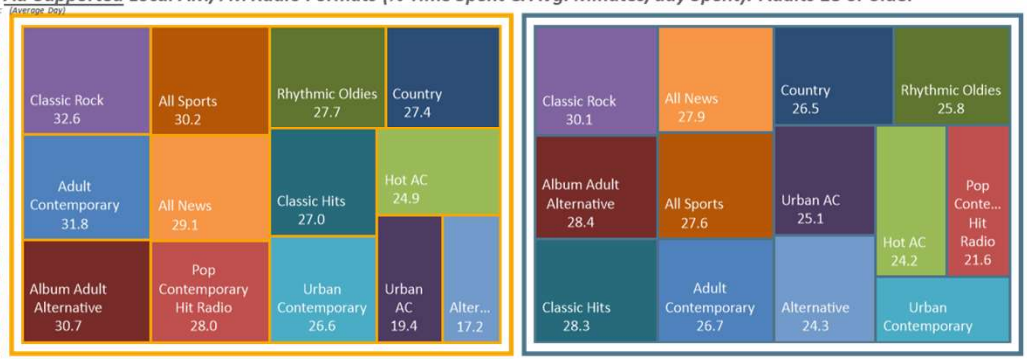
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

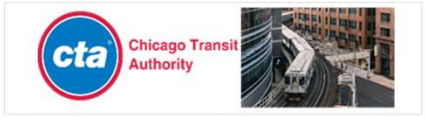


CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 189

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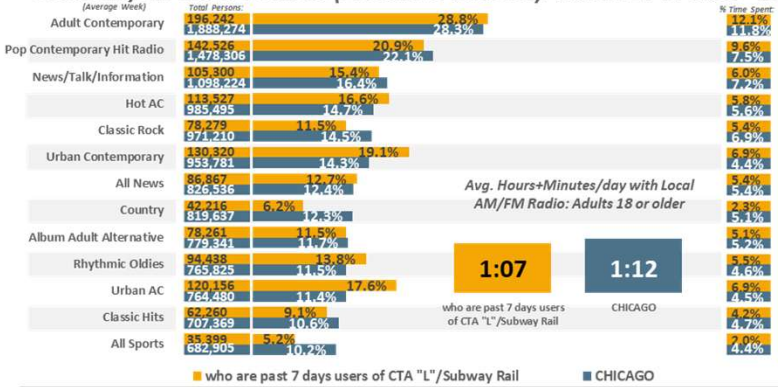
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Mode of transportation past 7 days (any purpose): Metra (suburbs)

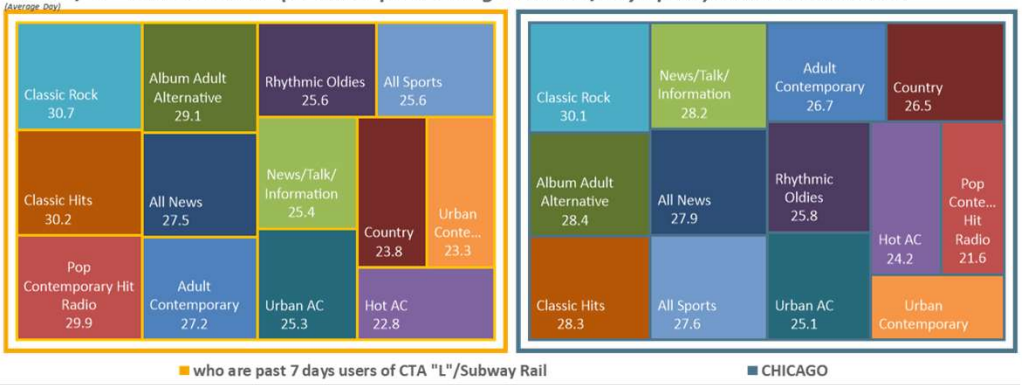


651,356 or 75.1% of Adults 18 or older who are past 7 days users of CTA "L"/Subway Rail listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Urban Contemporary, Urban AC, and Hot AC.

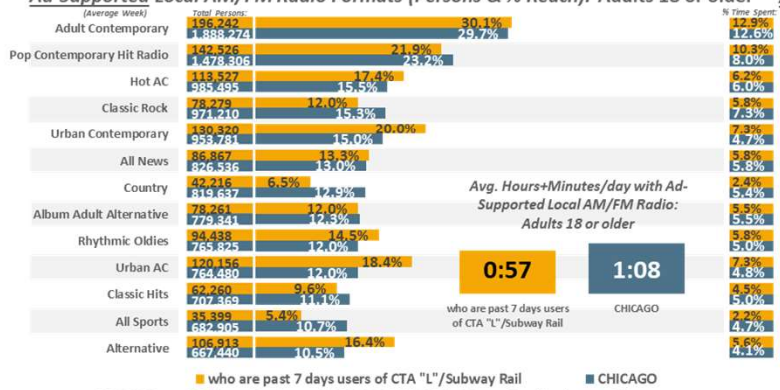
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



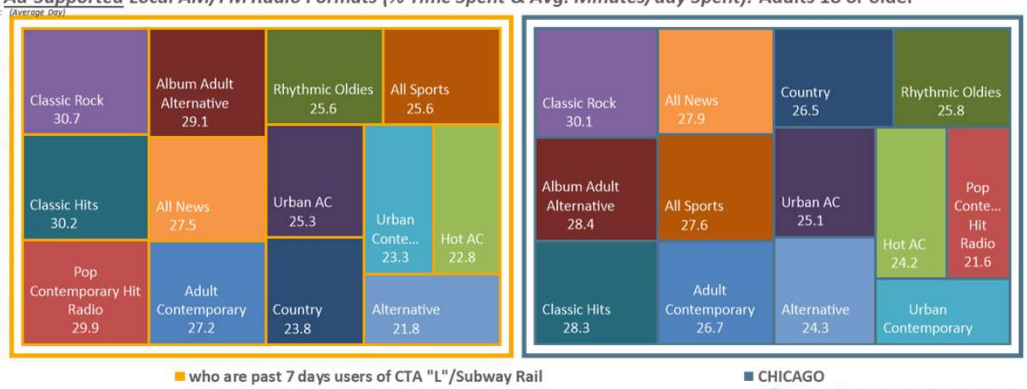
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 413

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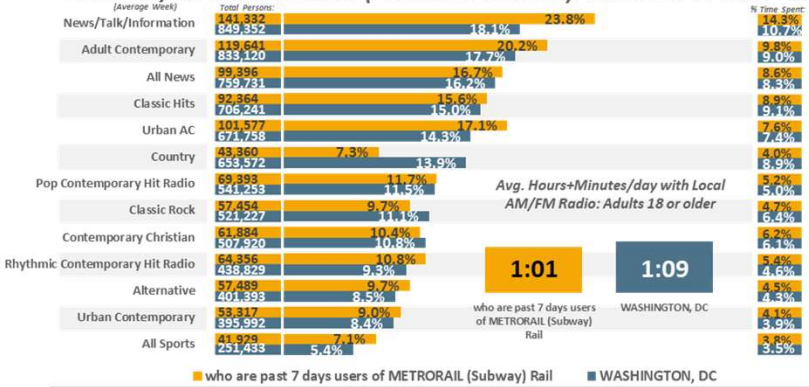
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Mode of transportation past 7 days (any purpose): CTA 'L'/Subway (Chicago)

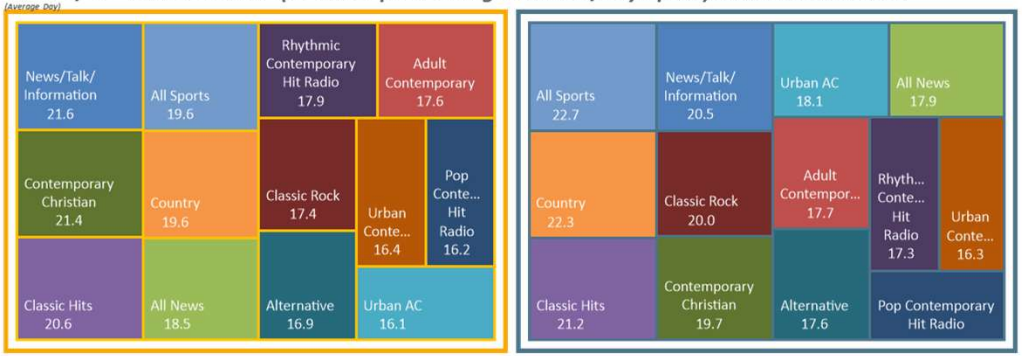


557,848 or 70.4% of Adults 18 or older who are past 7 days users of METRORAIL (Subway) Rail listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, All News, Classic Hits, and Pop Contemporary Hit Radio.

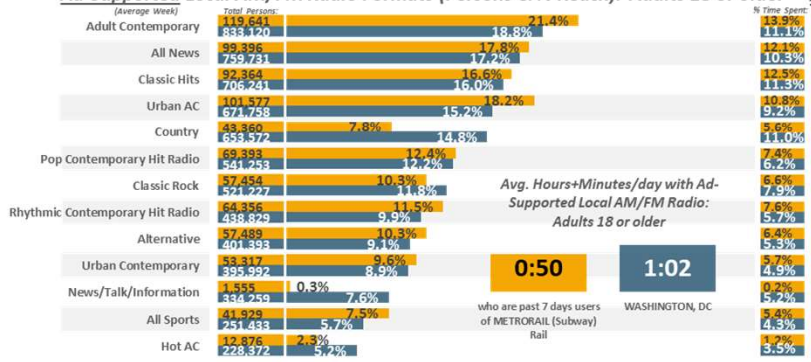
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



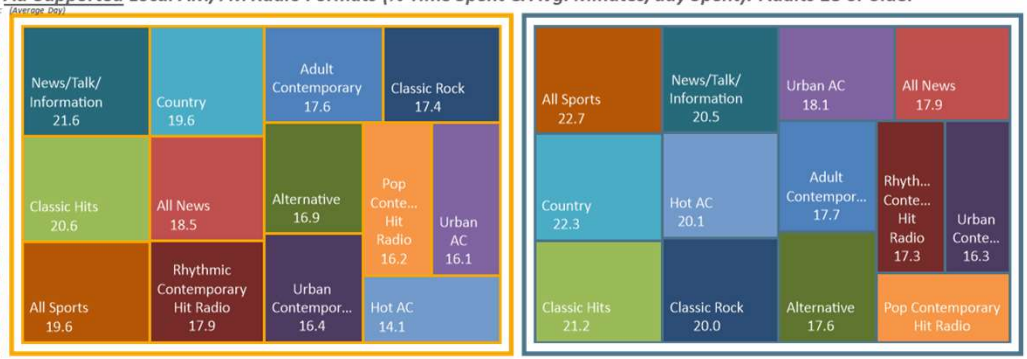
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 807

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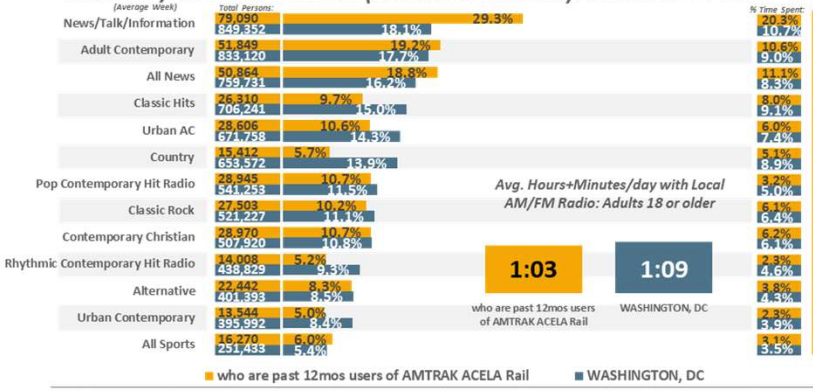
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Mode of transportation past 7 days (any purpose): Metrorail (subway)

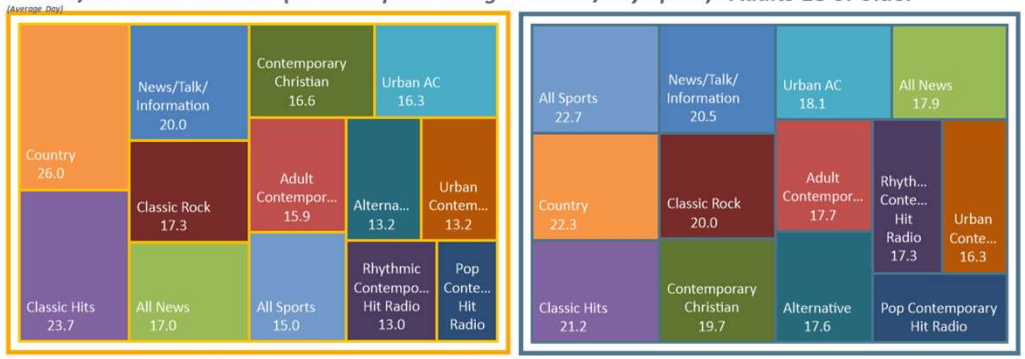


244,600 or 73.3% of Adults 18 or older who are past 12mos users of AMTRAK ACELA Rail listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All News, Pop Contemporary Hit Radio, Urban AC, and Classic Rock.

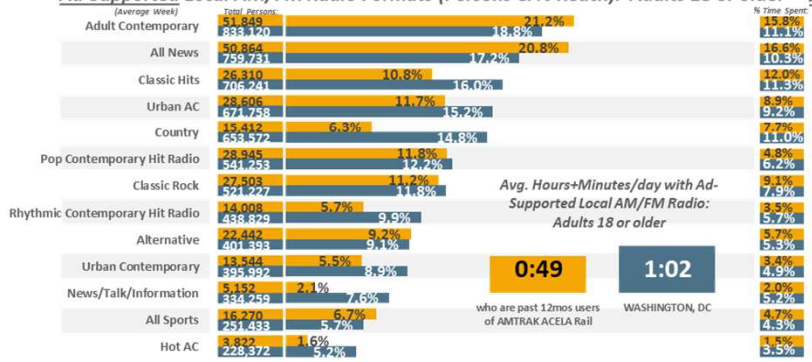
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



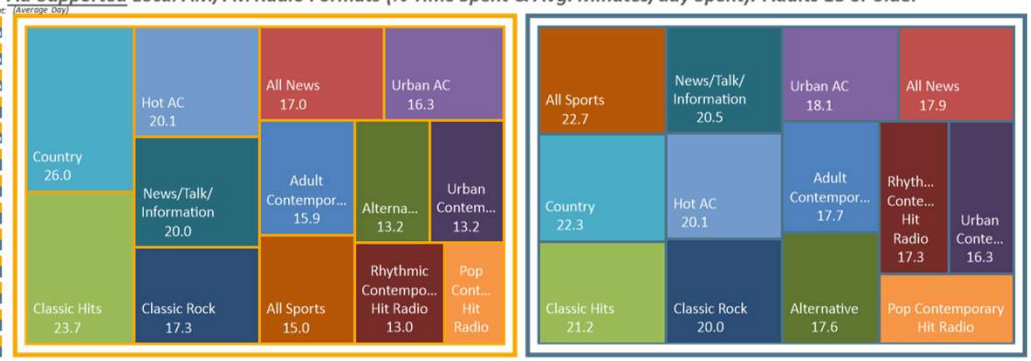
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 316

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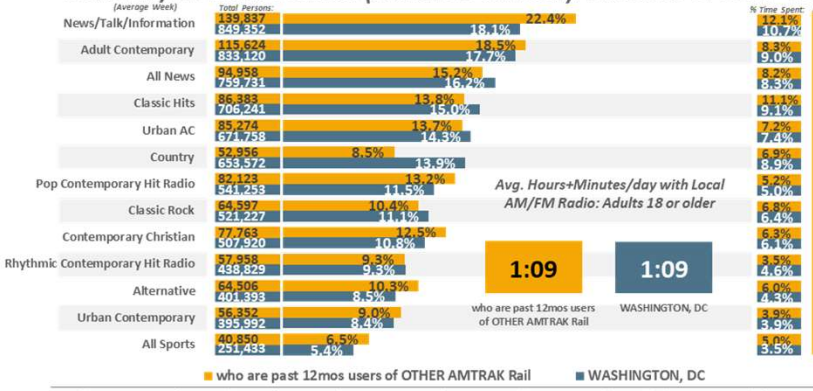
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Traveled by Acela/other Amtrak train past 12 mo: Acela

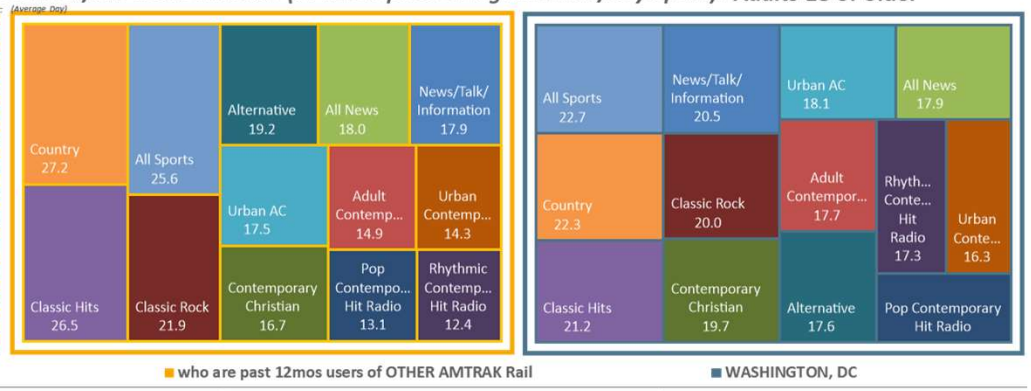


567,589 or 69.8% of Adults 18 or older who are past 12mos users of OTHER AMTRAK Rail listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All News, Classic Hits, Urban AC, and Pop Contemporary Hit Radio.

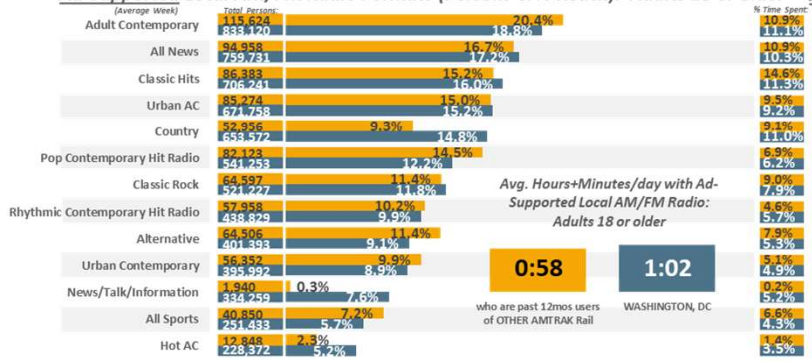
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



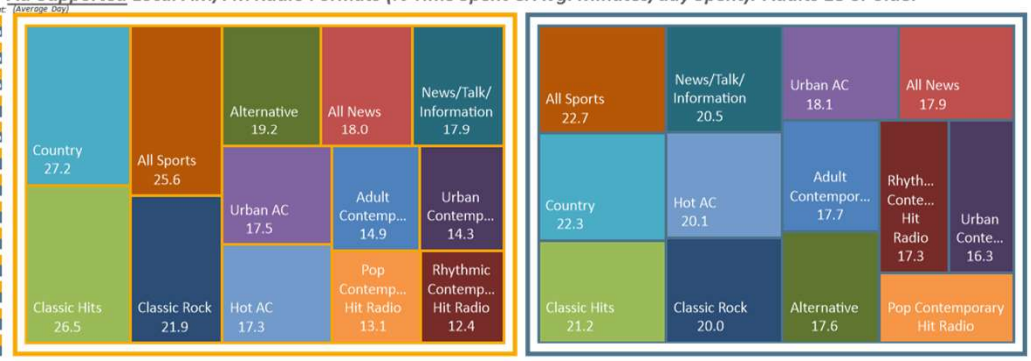
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 766

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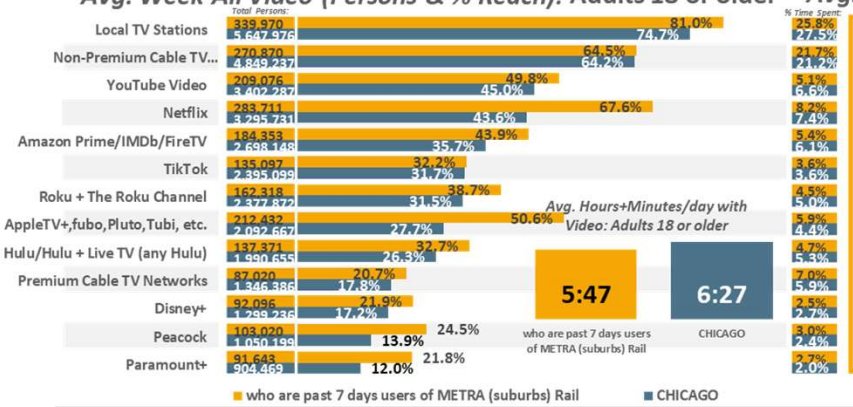
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Traveled by Acela/other Amtrak train past 12 mo: Other Amtrak train

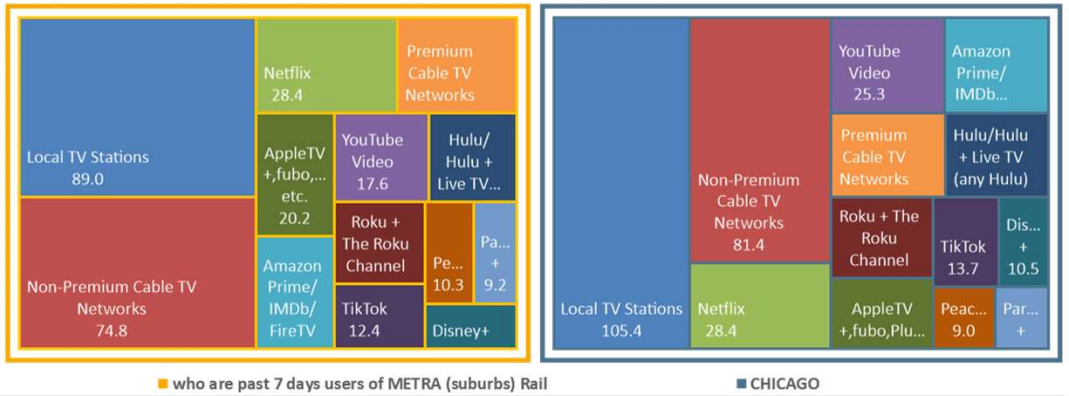


337,405 or 80.3% of Adults 18 or older who are past 7 days users of METRA (suburbs) Rail watch Ad-Supported Local TV Stations for an average of 81.3 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

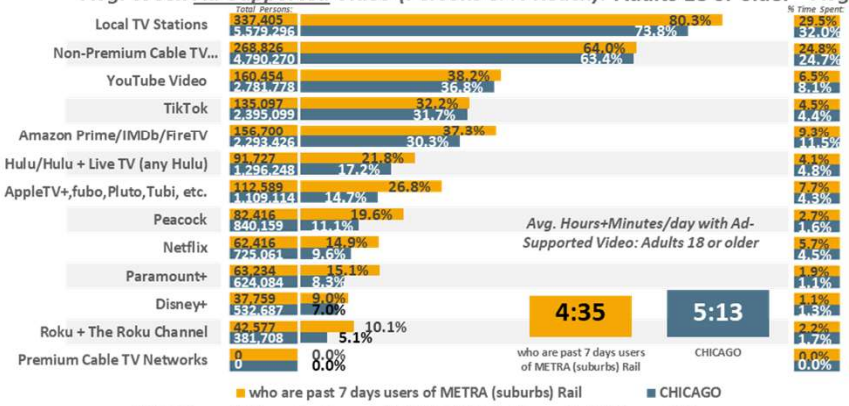
Avg. Week All Video (Persons & % Reach): Adults 18 or older



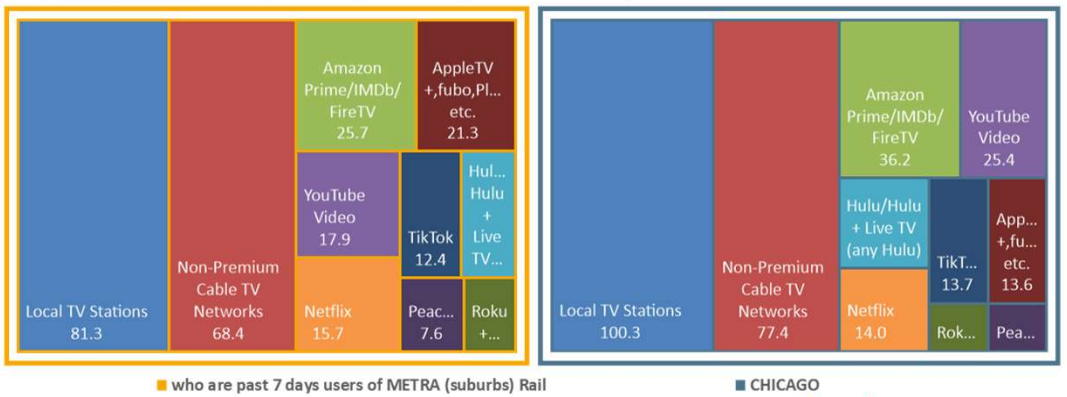
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 189

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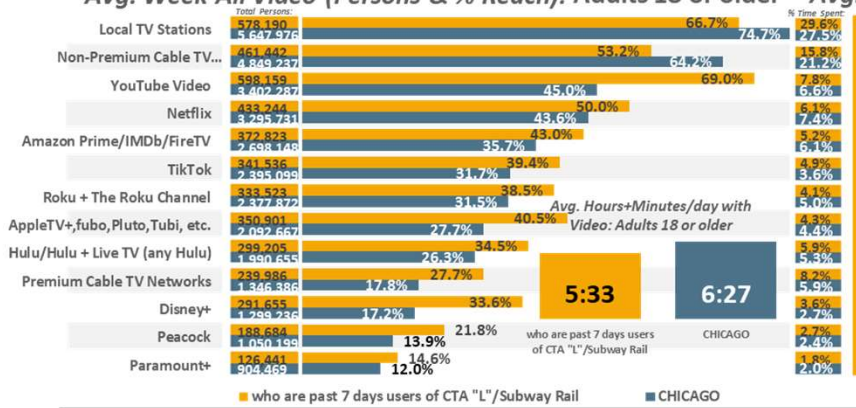
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Mode of transportation past 7 days (any purpose): Metra (suburbs)

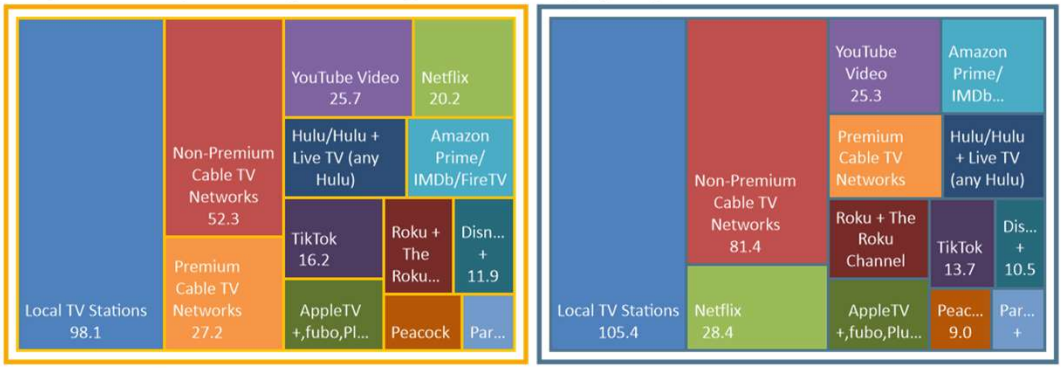


572,072 or 66.% of Adults 18 or older who are past 7 days users of CTA "L"/Subway Rail watch Ad-Supported Local TV Stations for an average of 93.2 minutes every day representing 33.7% of all time spent daily with Ad-Supported Video.

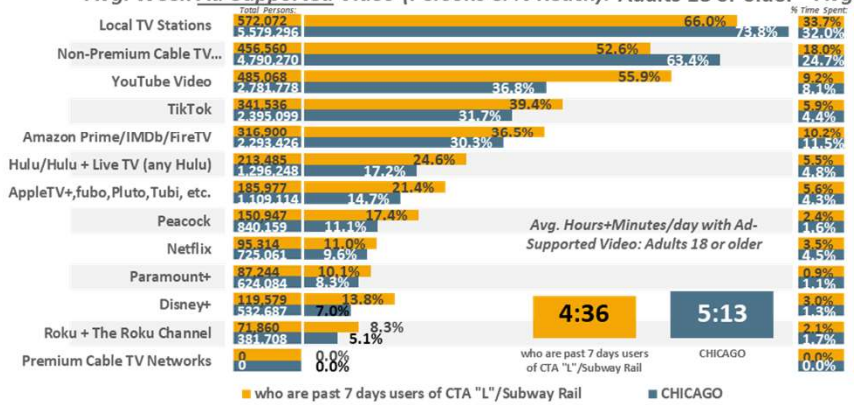
Avg. Week All Video (Persons & % Reach): Adults 18 or older



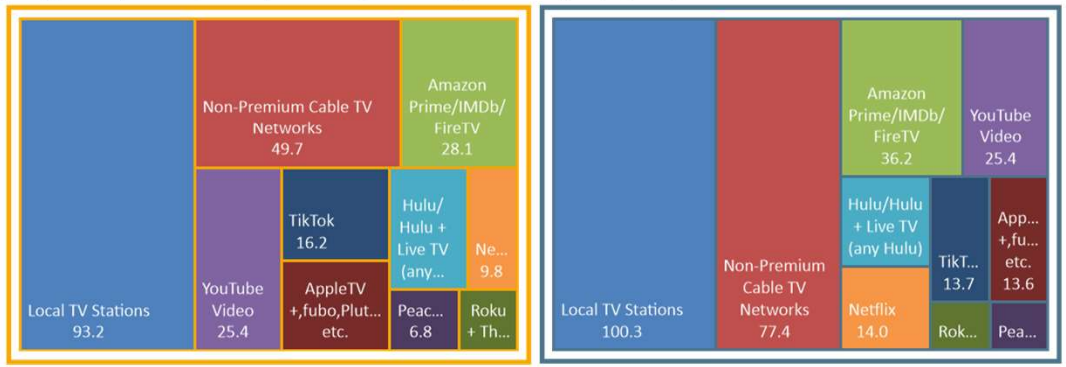
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 413

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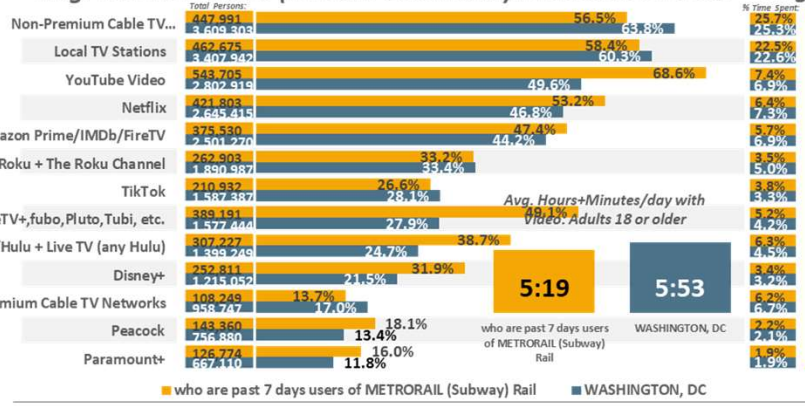
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Mode of transportation past 7 days (any purpose): CTA 'L'/Subway (Chicago)

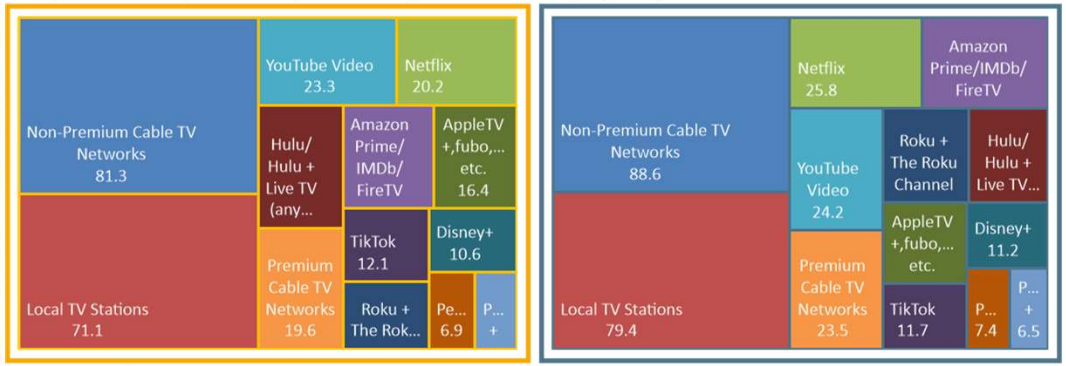


455,297 or 57.4% of Adults 18 or older who are past 7 days users of METRORAIL (Subway) Rail watch Ad-Supported Local TV Stations for an average of 65.9 minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.

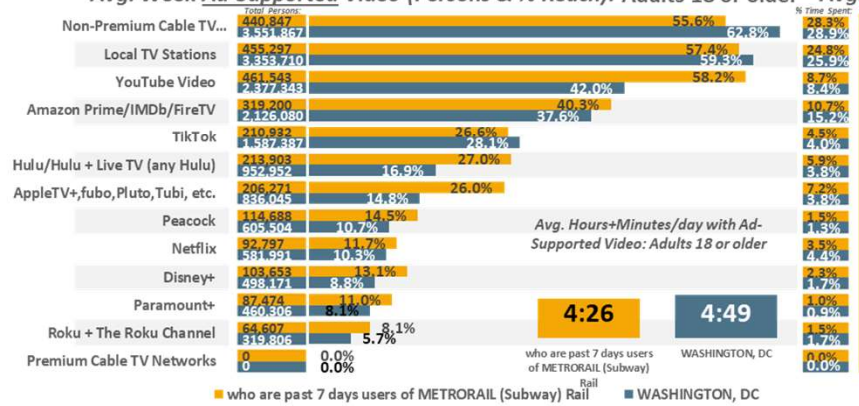
Avg. Week All Video (Persons & % Reach): Adults 18 or older



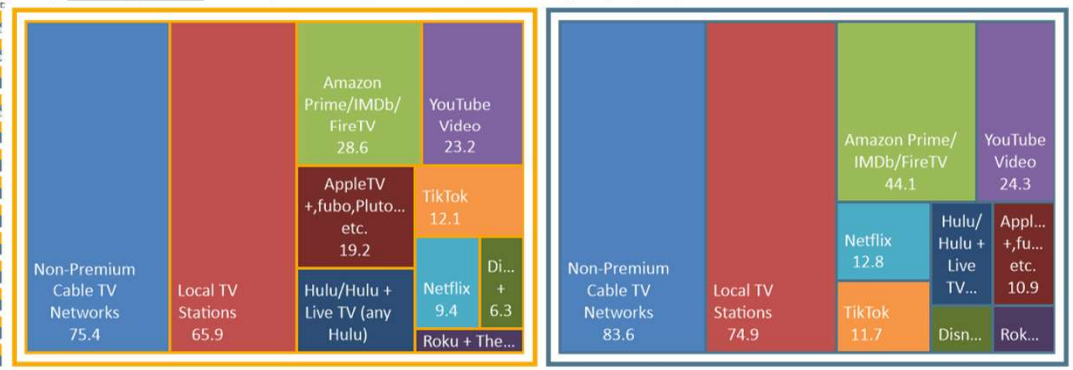
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 807

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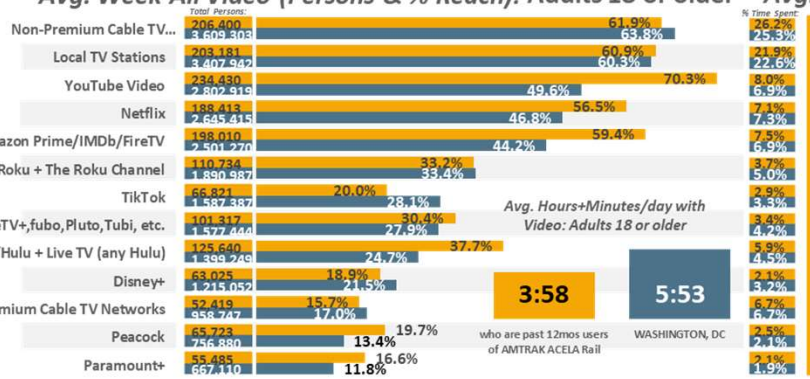
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Mode of transportation past 7 days (any purpose): Metrorail (subway)

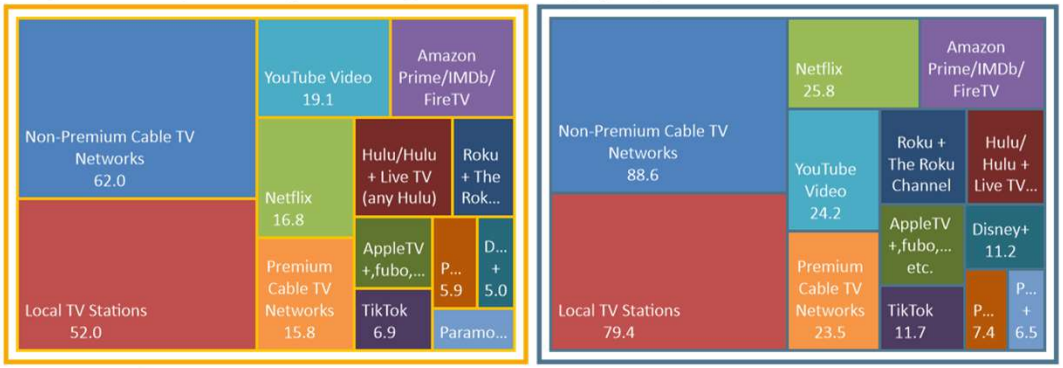


201,799 or 60.5% of Adults 18 or older who are past 12mos users of AMTRAK ACELA Rail watch Ad-Supported Local TV Stations for an average of 47. minutes every day representing 23.4% of all time spent daily with Ad-Supported Video.

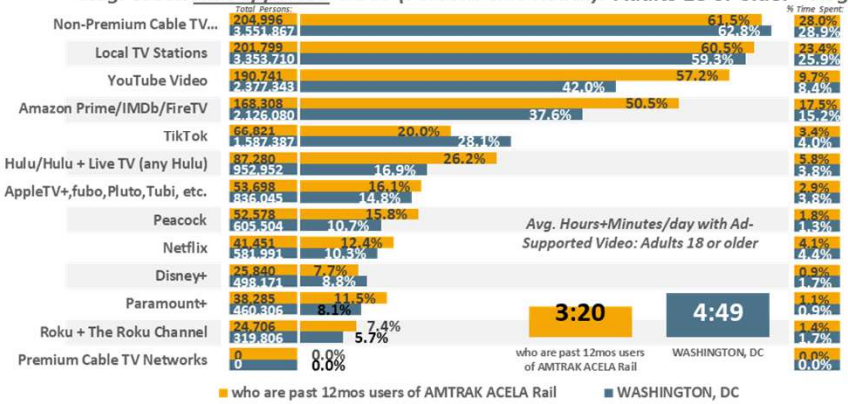
Avg. Week All Video (Persons & % Reach): Adults 18 or older



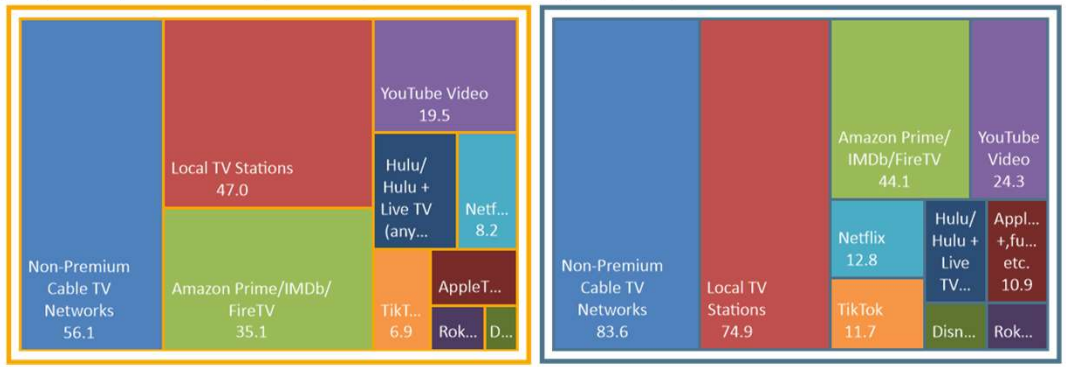
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 316

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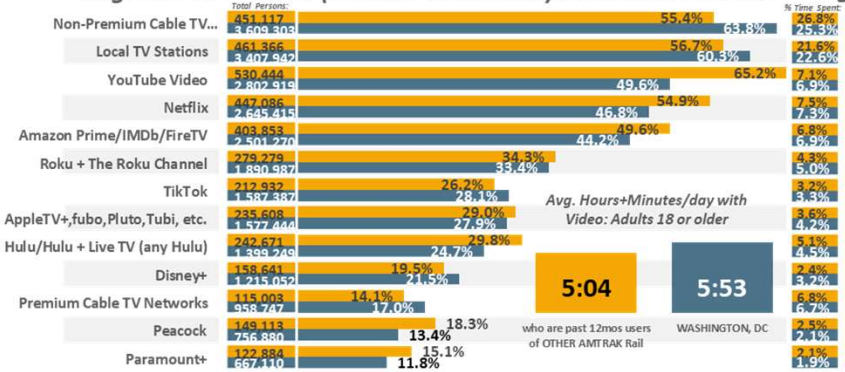
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Traveled by Acela/other Amtrak train past 12 mo: Acela

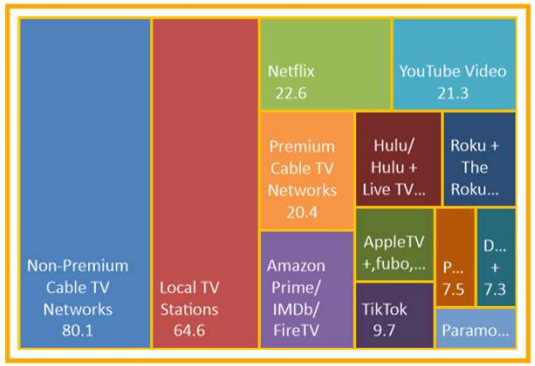


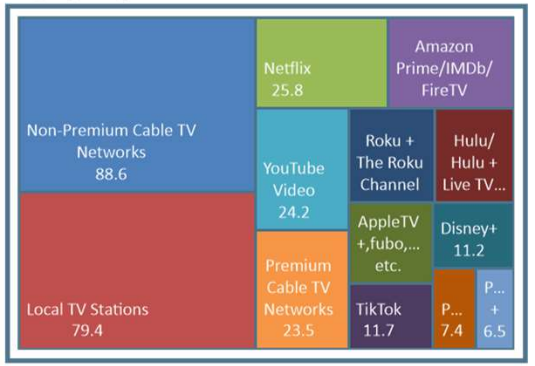
456,432 or 56.1% of Adults 18 or older who are past 12mos users of OTHER AMTRAK Rail watch Ad-Supported Local TV Stations for an average of 60. minutes every day representing 23.7% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

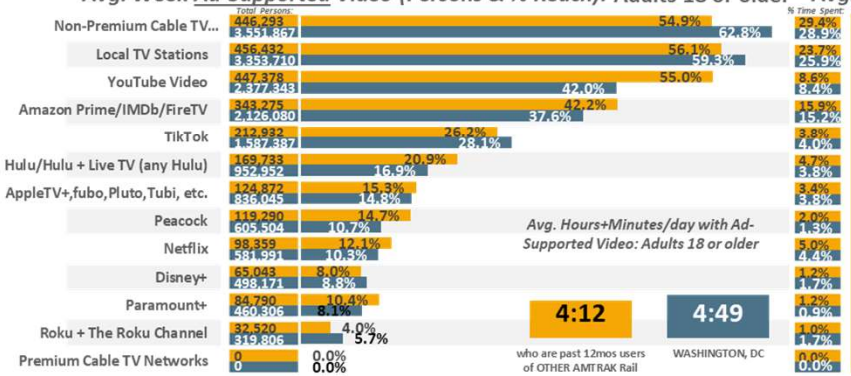


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

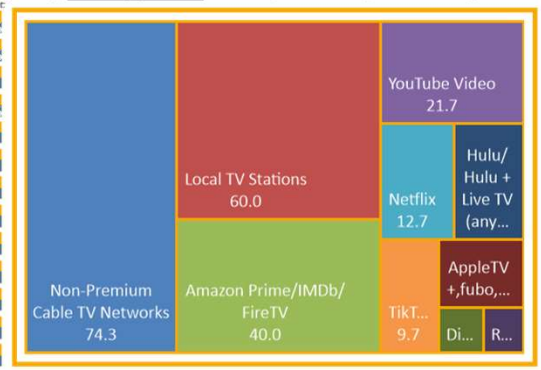


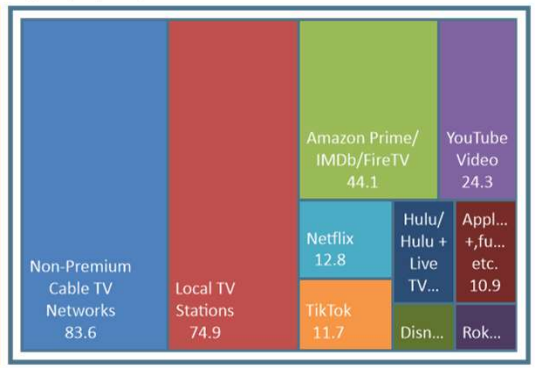


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





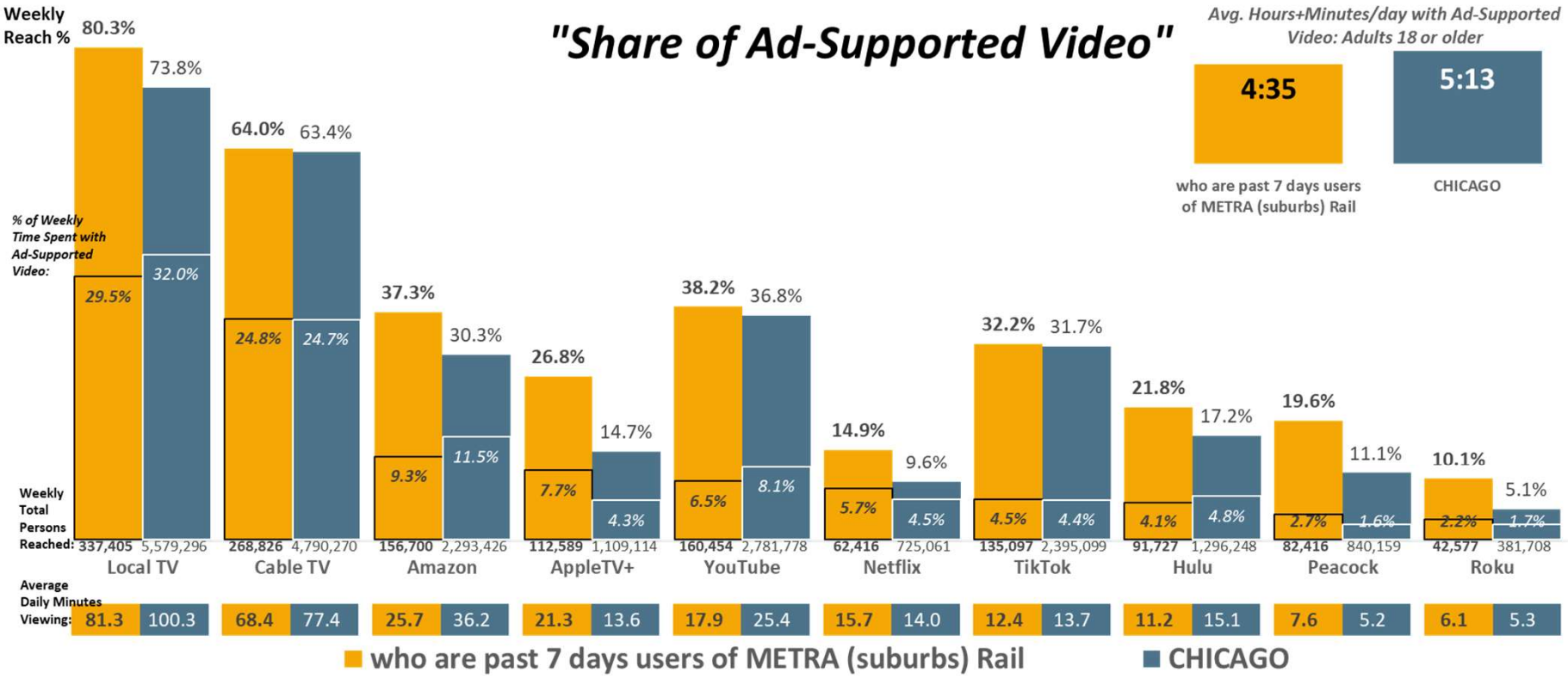
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 766

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Traveled by Acela/other Amtrak train past 12 mo: Other Amtrak train

337,405 or 80.3% of Adults 18 or older who are past 7 days users of METRA (suburbs) Rail watch Ad-Supported Local TV Stations for an average of 81.3 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

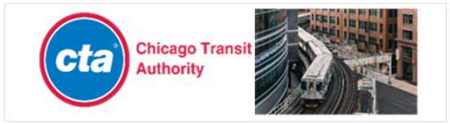


CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 189 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

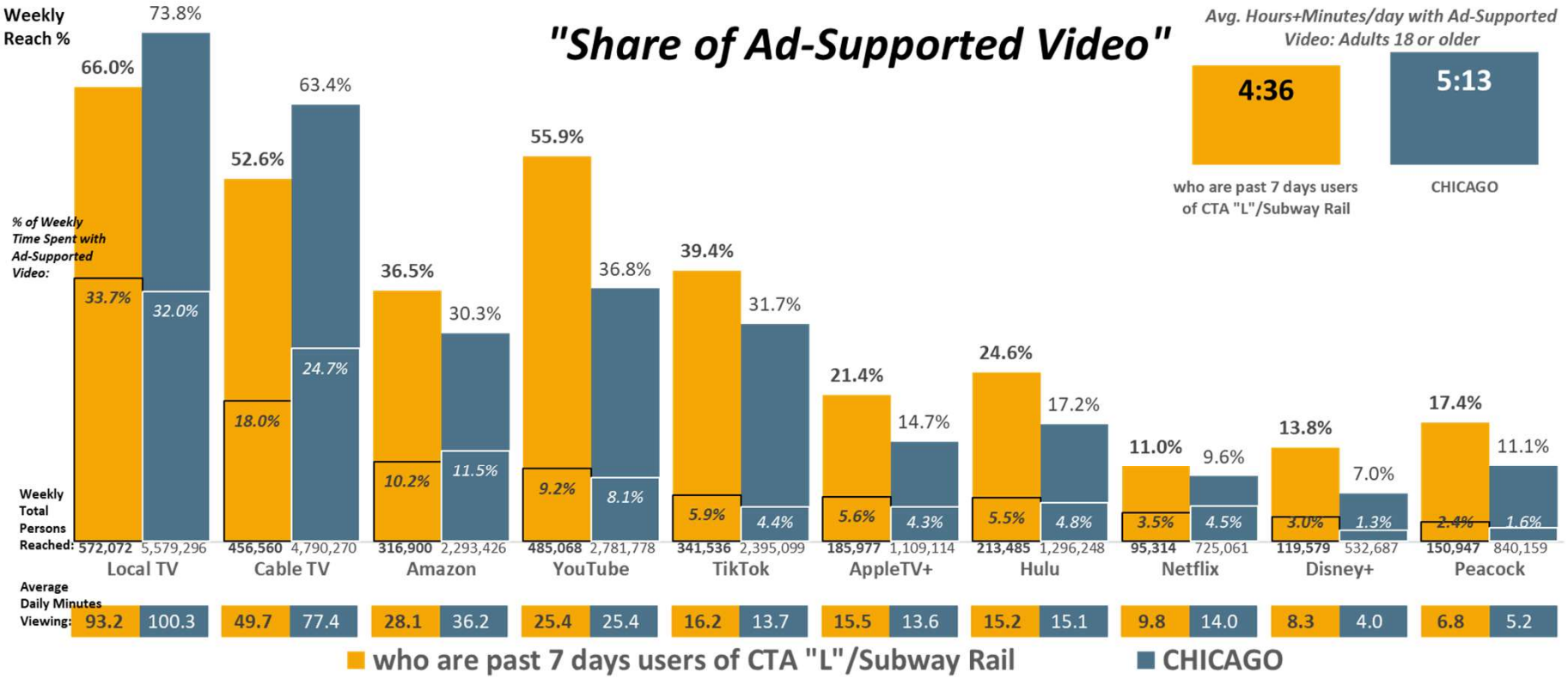
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Mode of transportation past 7 days (any purpose): Metra (suburbs)



572,072 or 66.% of Adults 18 or older who are past 7 days users of CTA "L"/Subway Rail watch Ad-Supported Local TV Stations for an average of 93.2 minutes every day representing 33.7% of all time spent daily with Ad-Supported Video.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 413 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

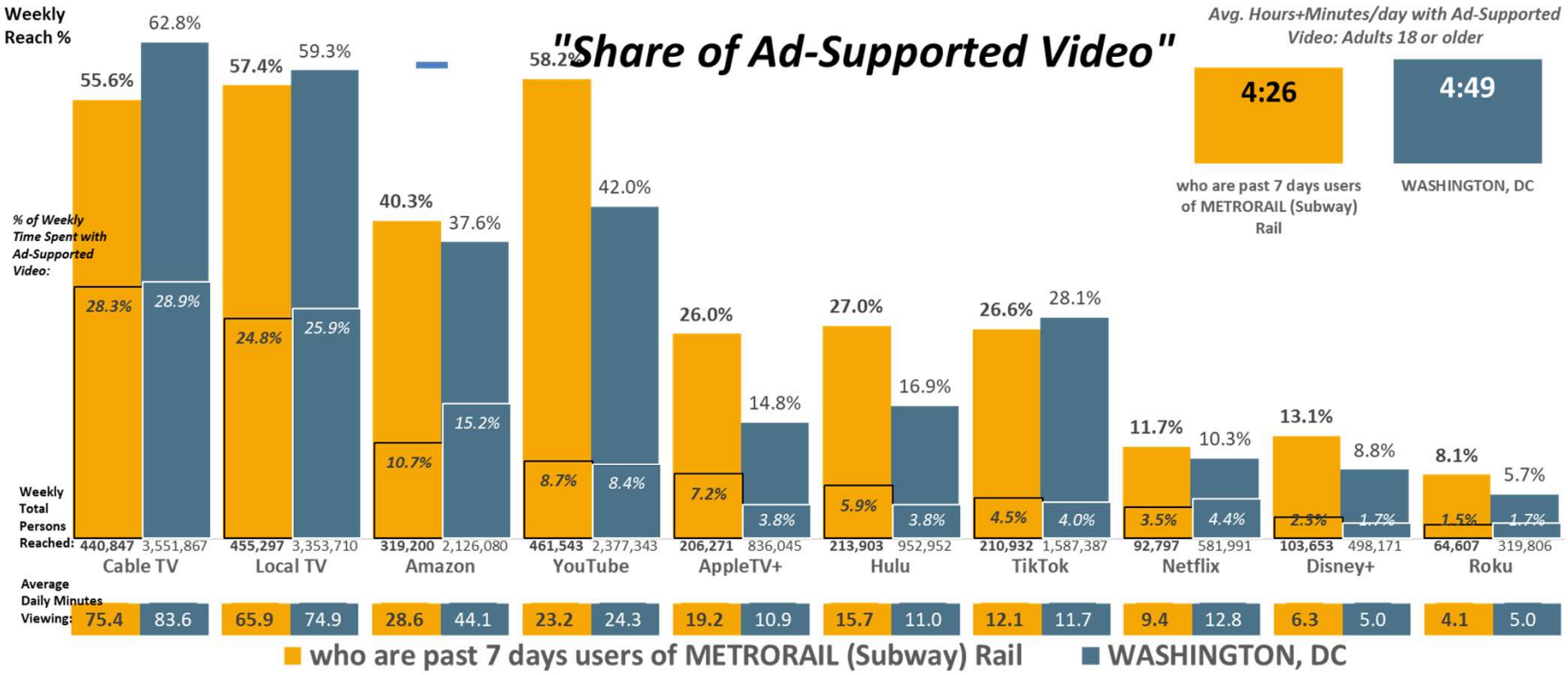
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Mode of transportation past 7 days (any purpose): CTA 'L'/Subway (Chicago)



455,297 or 57.4% of Adults 18 or older who are past 7 days users of METRORAIL (Subway) Rail watch Ad-Supported Local TV Stations for an average of 65.9 minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 807 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

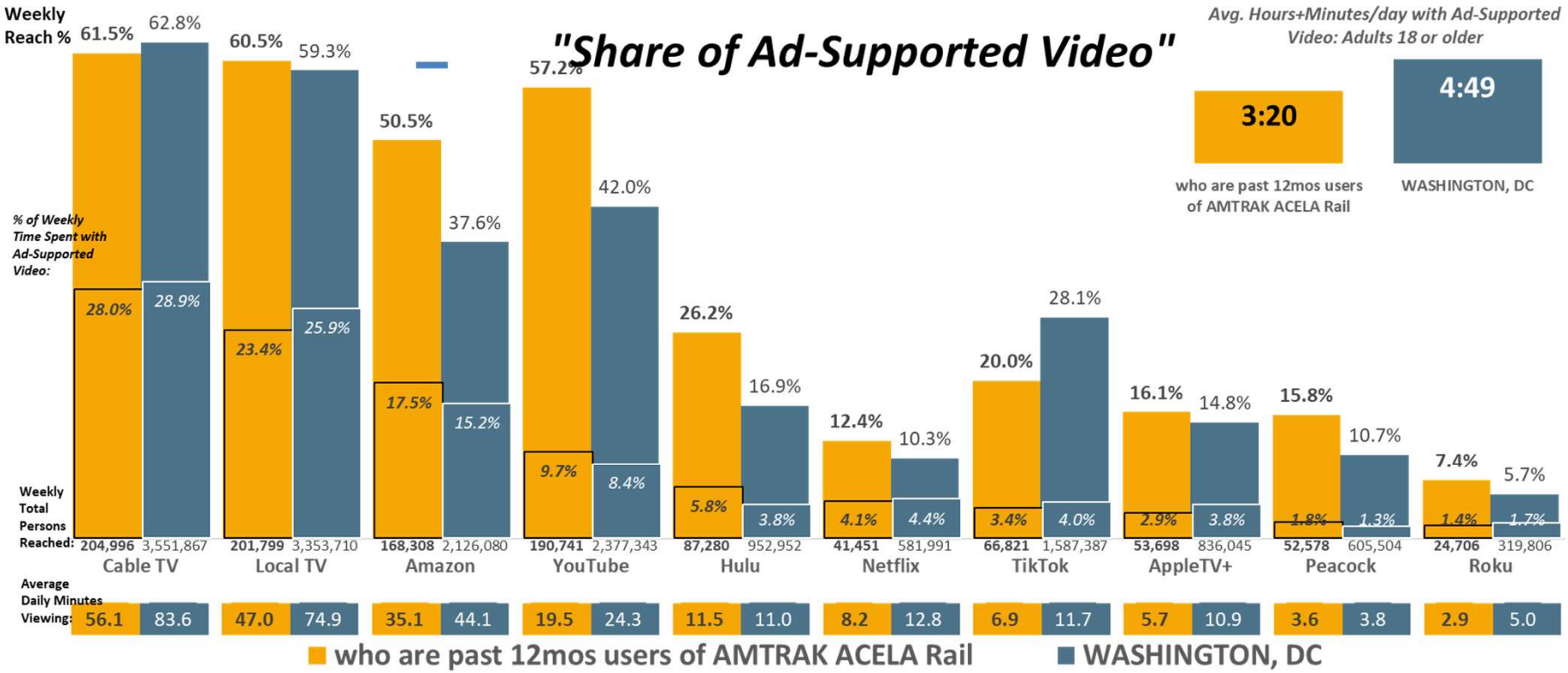
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Mode of transportation past 7 days (any purpose): Metrorail (subway)



201,799 or 60.5% of Adults 18 or older who are past 12mos users of AMTRAK ACELA Rail watch Ad-Supported Local TV Stations for an average of 47. minutes every day representing 23.4% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 316 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

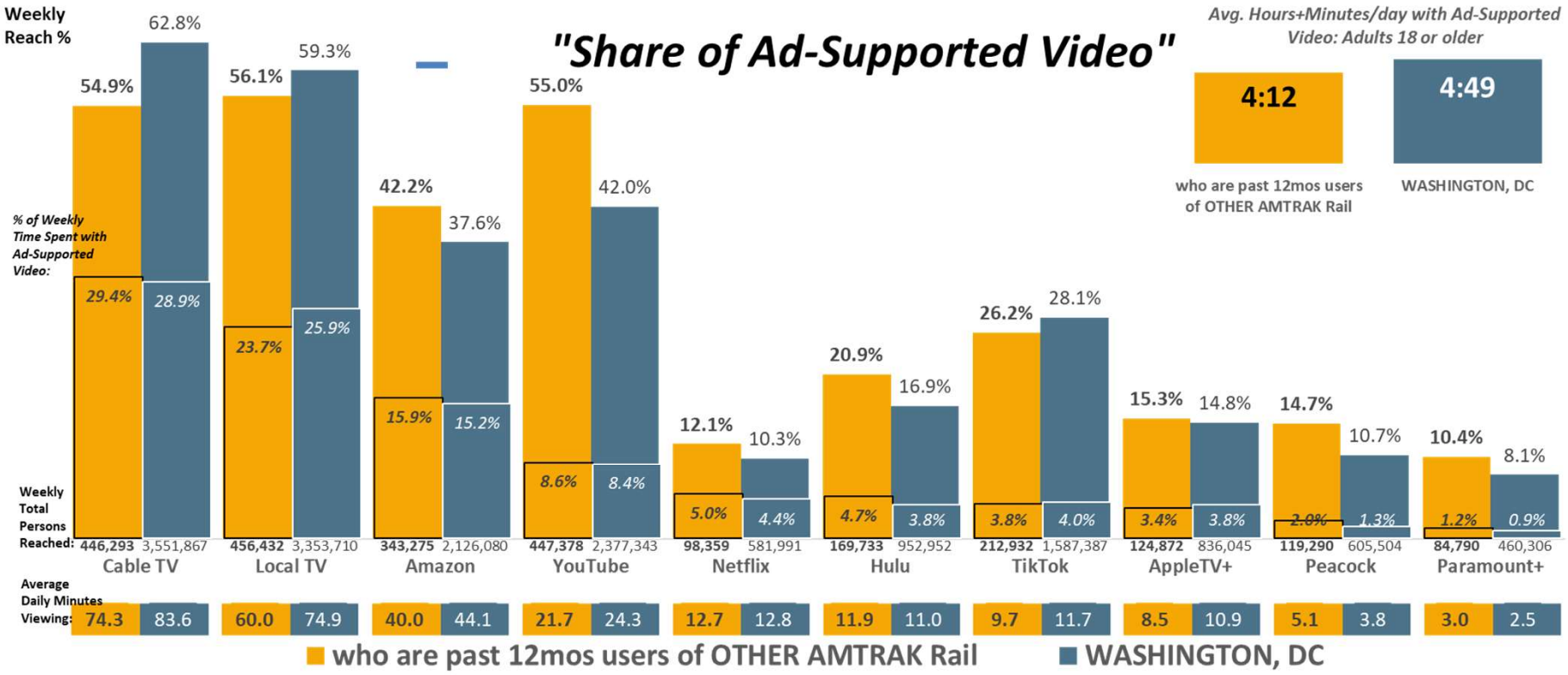
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Traveled by Acela/other Amtrak train past 12 mo: Acela



456,432 or 56.1% of Adults 18 or older who are past 12mos users of OTHER AMTRAK Rail watch Ad-Supported Local TV Stations for an average of 60. minutes every day representing 23.7% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 766 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

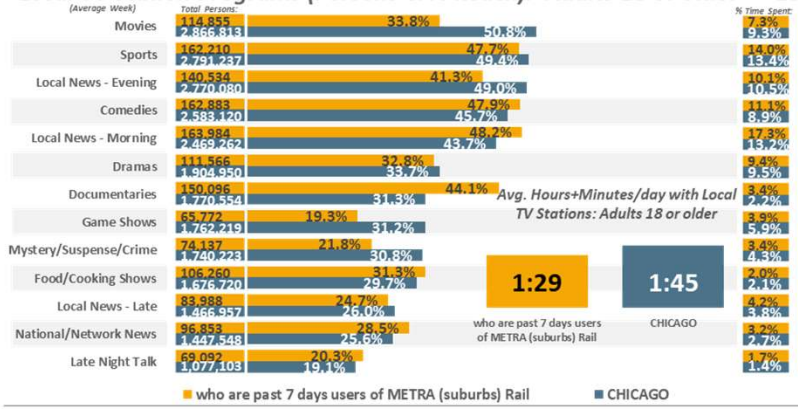
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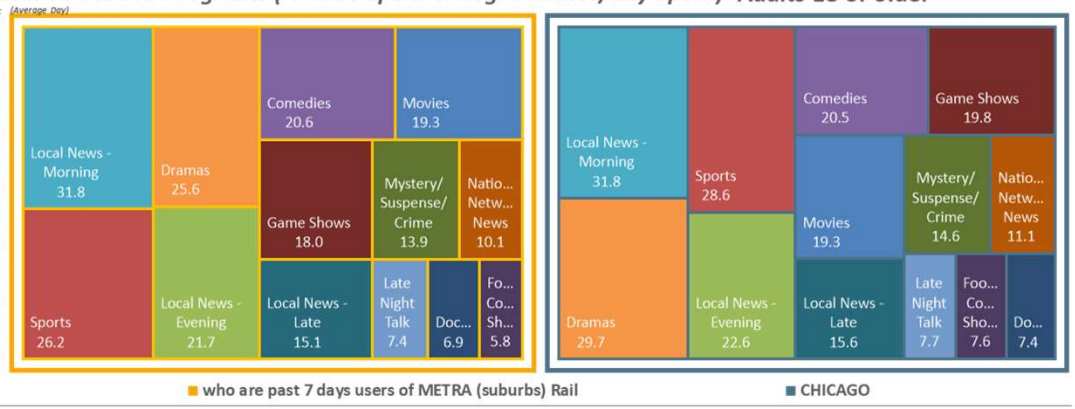
Traveled by Acela/other Amtrak train past 12 mo: Other Amtrak train

337,405 or 80.3% of Adults 18 or older who are past 7 days users of METRA (suburbs) Rail watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Comedies, Local News - Evening, Movies, and Dramas.

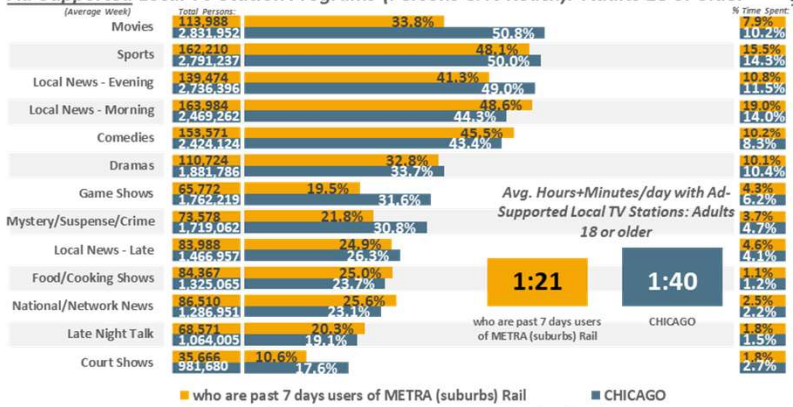
Local TV Station Programs (Persons & % Reach): Adults 18 or older



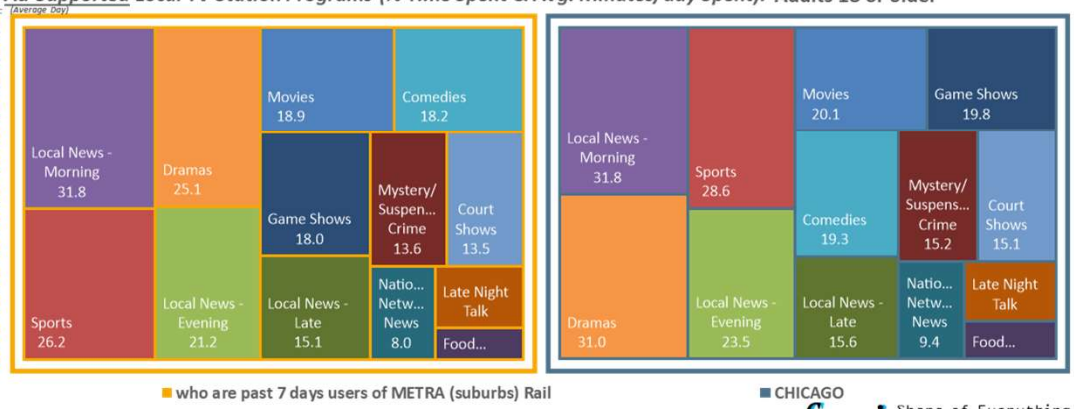
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 189

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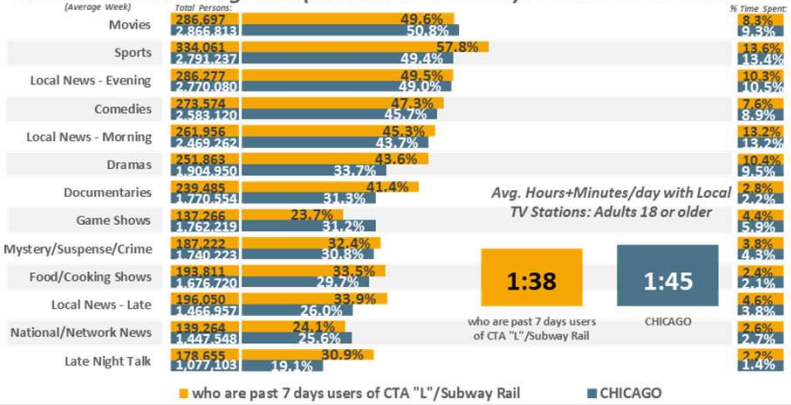
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Mode of transportation past 7 days (any purpose): Metra (suburbs)

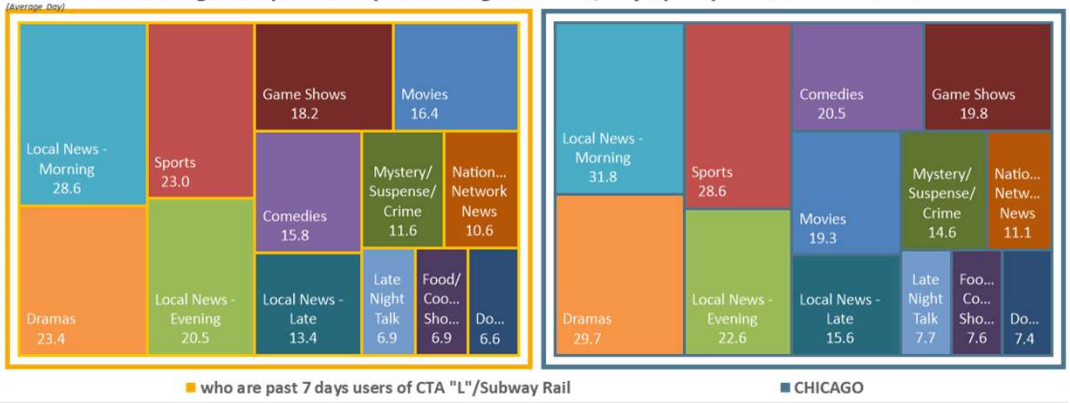


572,072 or 66.% of Adults 18 or older who are past 7 days users of CTA "L"/Subway Rail watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Local News - Morning, Comedies, and Dramas.

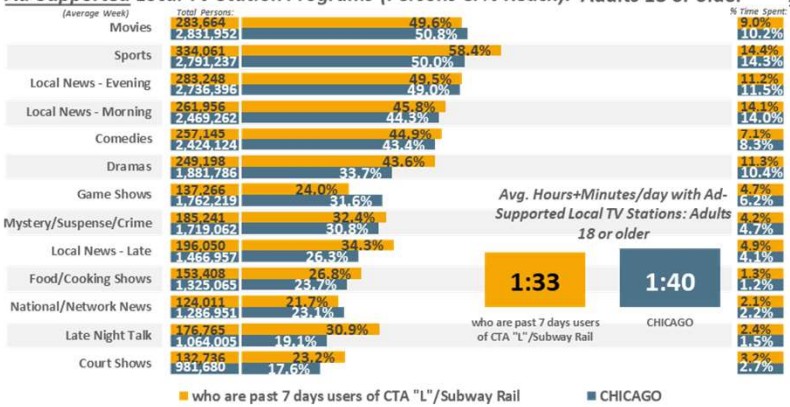
Local TV Station Programs (Persons & % Reach): Adults 18 or older



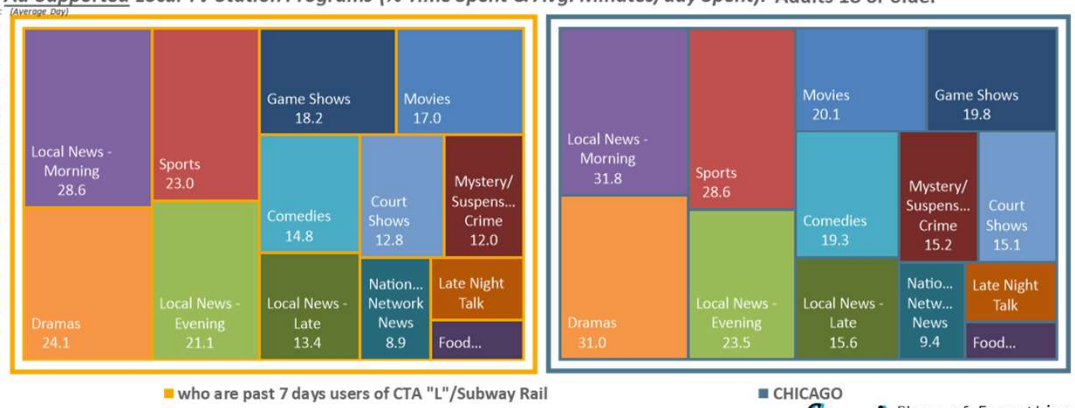
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 413

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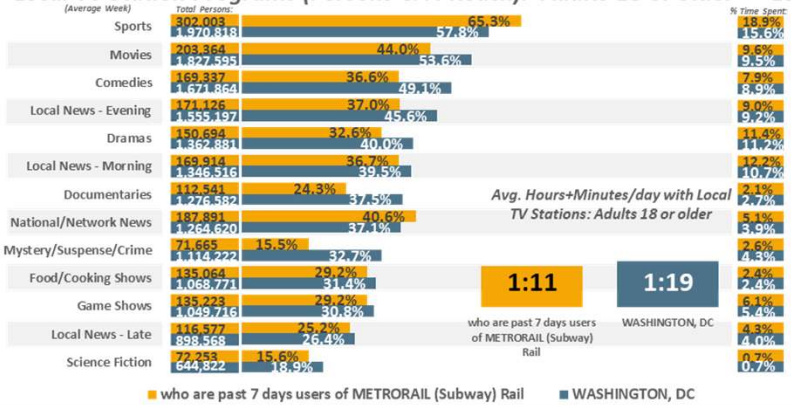
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Mode of transportation past 7 days (any purpose): CTA 'L'/Subway (Chicago)

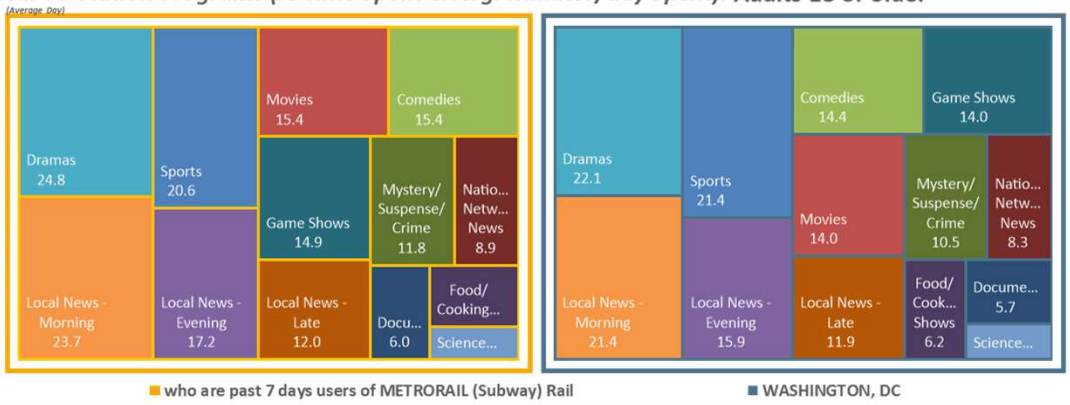


455,297 or 57.4% of Adults 18 or older who are past 7 days users of METRORAIL (Subway) Rail watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Morning, Local News - Evening, National/Network News, and Comedies.

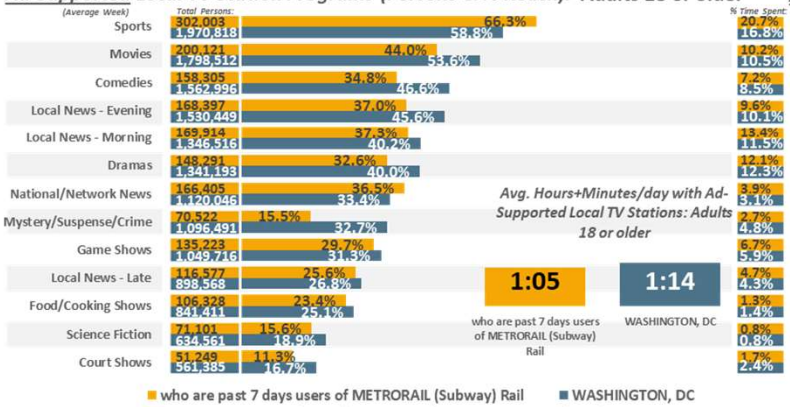
Local TV Station Programs (Persons & % Reach): Adults 18 or older



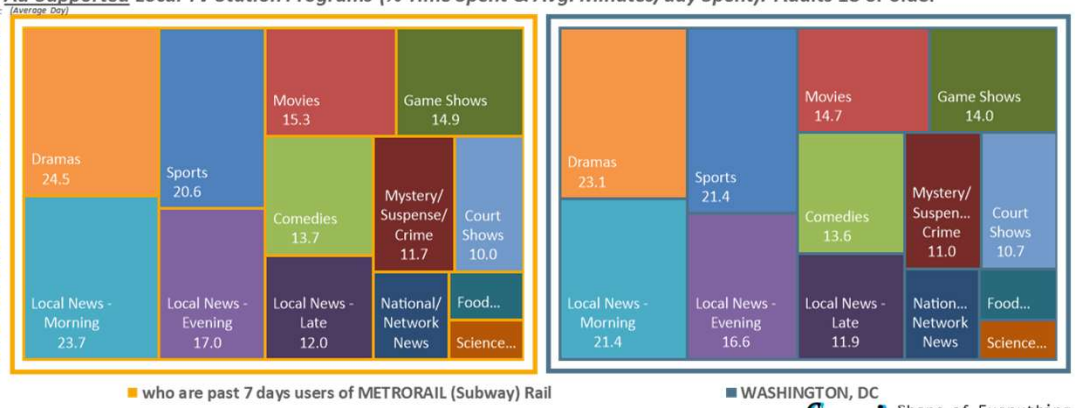
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 807

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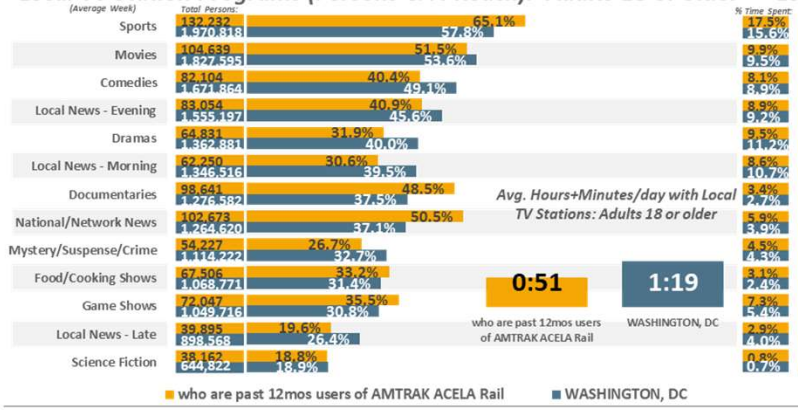
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Mode of transportation past 7 days (any purpose): Metrorail (subway)

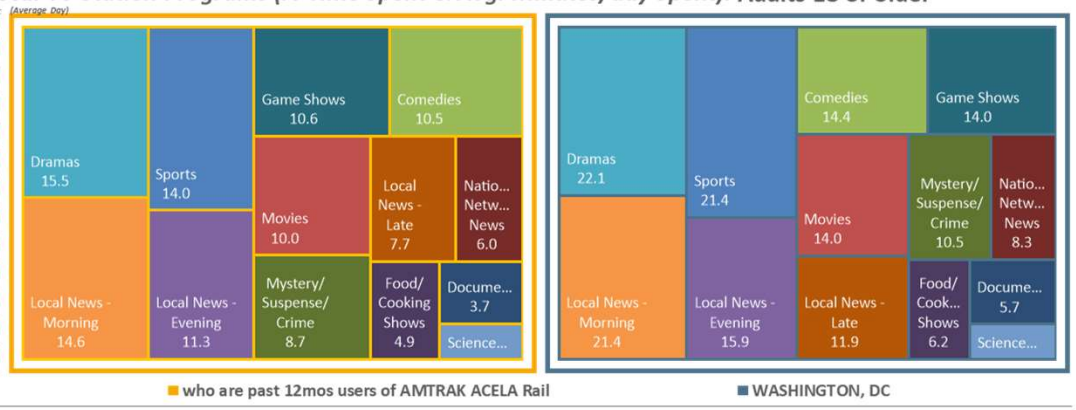


201,799 or 60.5% of Adults 18 or older who are past 12mos users of AMTRAK ACELA Rail watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, National/Network News, Local News - Evening, Comedies, and Game Shows.

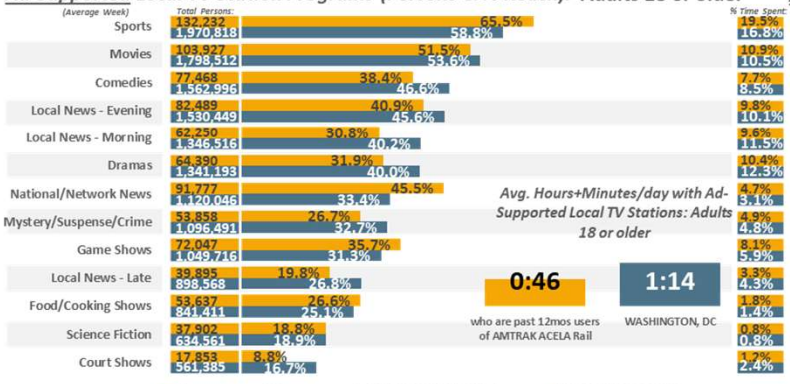
Local TV Station Programs (Persons & % Reach): Adults 18 or older



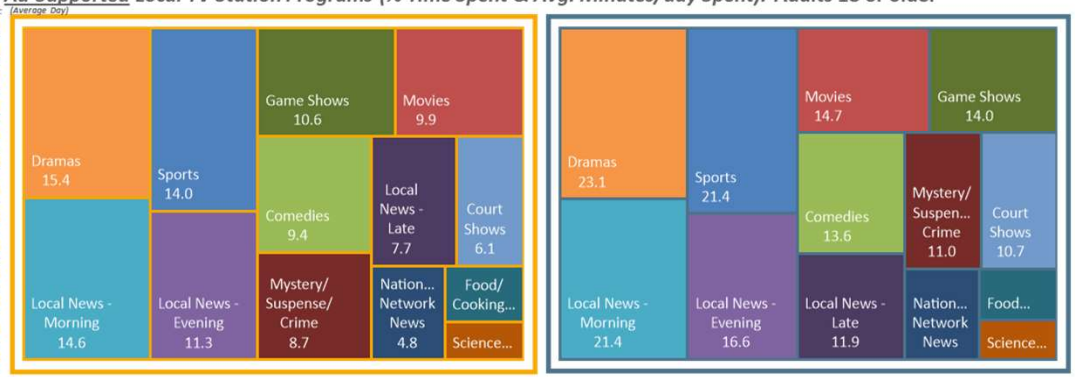
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 316

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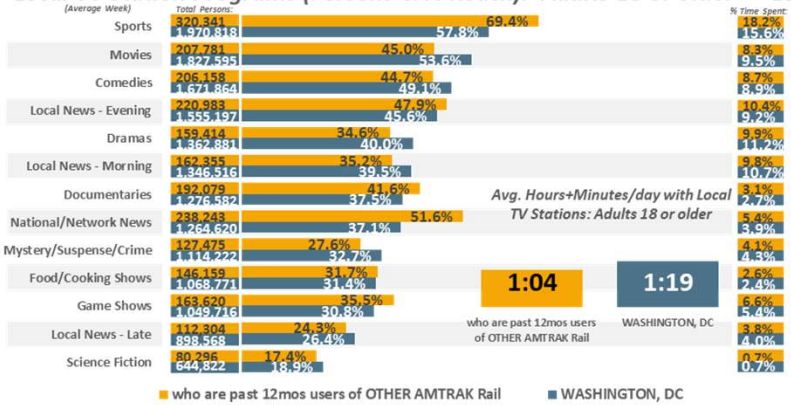
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Traveled by Acela/other Amtrak train past 12 mo: Acela

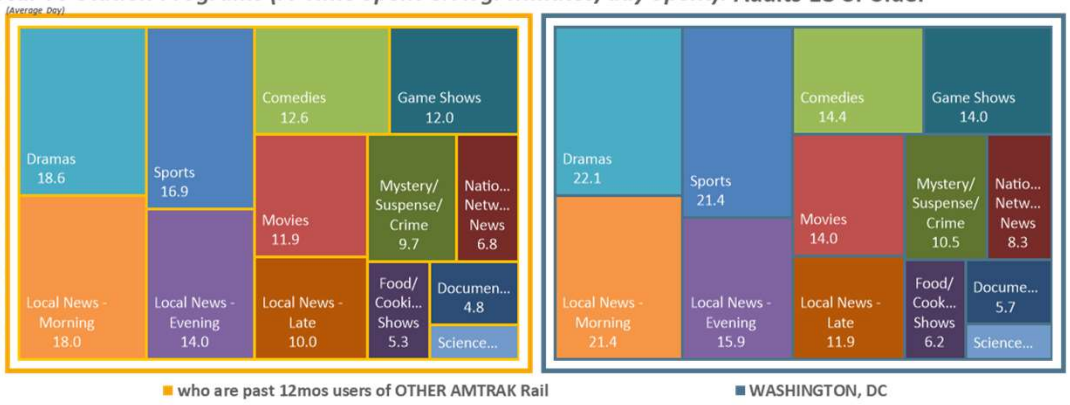


456,432 or 56.1% of Adults 18 or older who are past 12mos users of OTHER AMTRAK Rail watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, National/Network News, Movies, Comedies, and Game Shows.

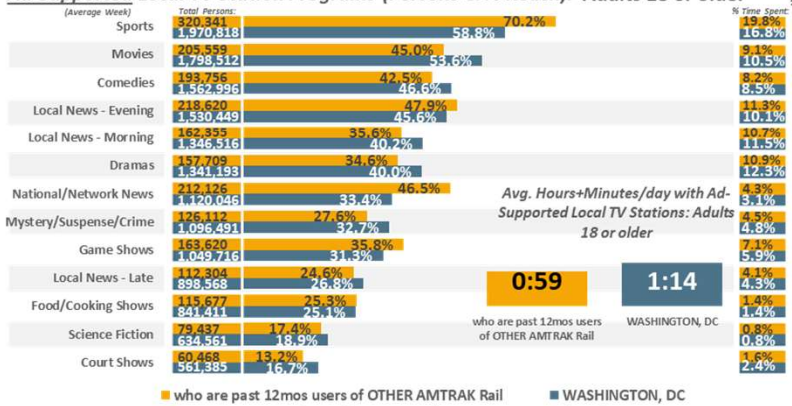
Local TV Station Programs (Persons & % Reach): Adults 18 or older



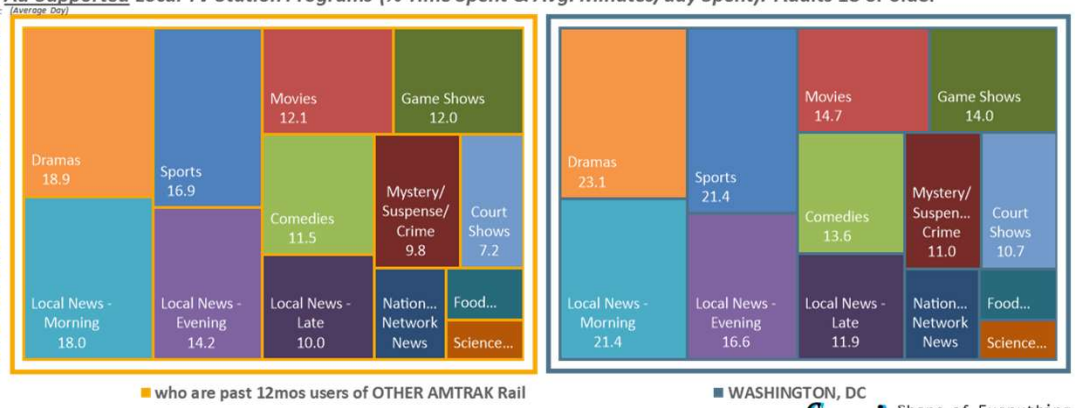
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 766

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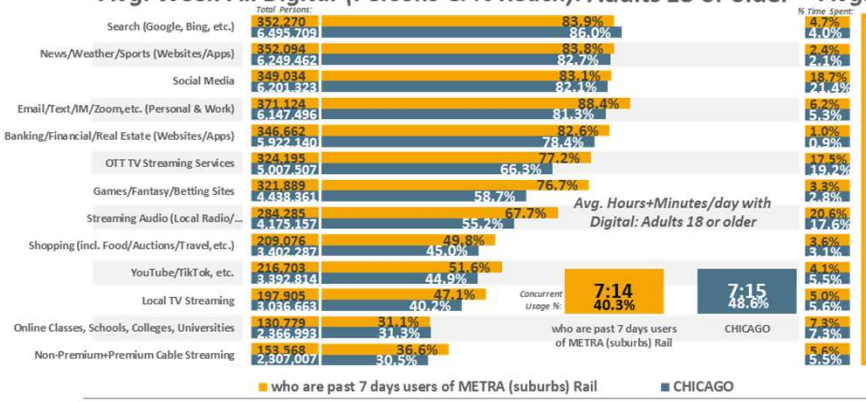
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Traveled by Acela/other Amtrak train past 12 mo: Other Amtrak train

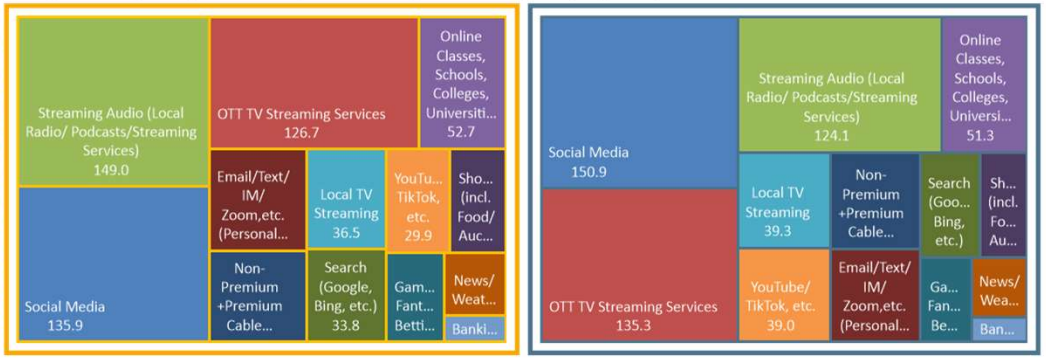


306,929 or 73.1% of Adults 18 or older who are past 7 days users of METRA (suburbs) Rail use Ad-Supported Social Media for an average of 119.5 minutes every day representing 22.6% of all time spent daily with Ad-Supported Digital Media.

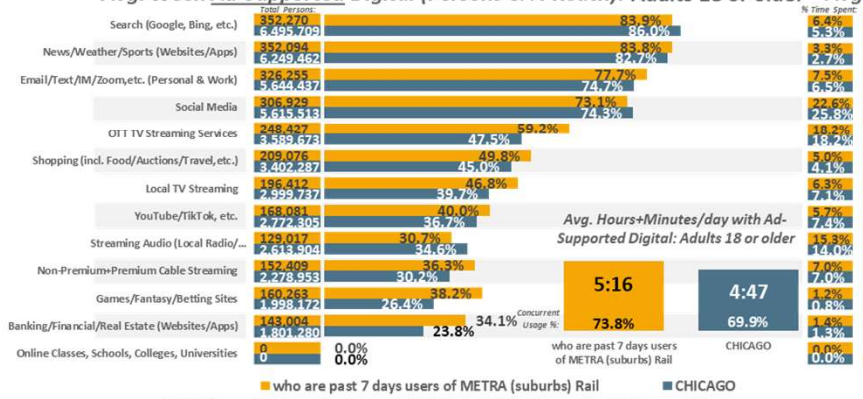
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



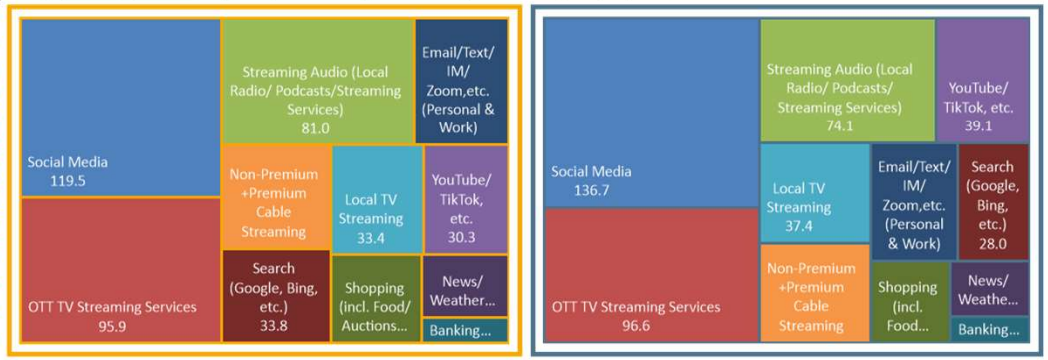
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

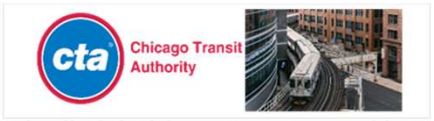


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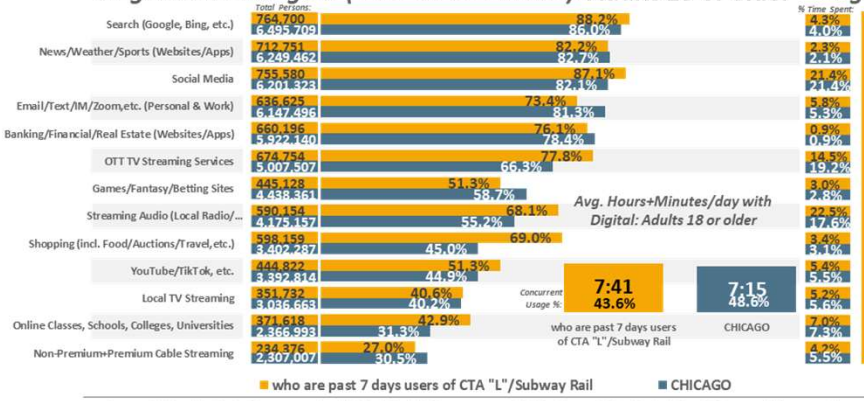
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Mode of transportation past 7 days (any purpose): Metra (suburbs)

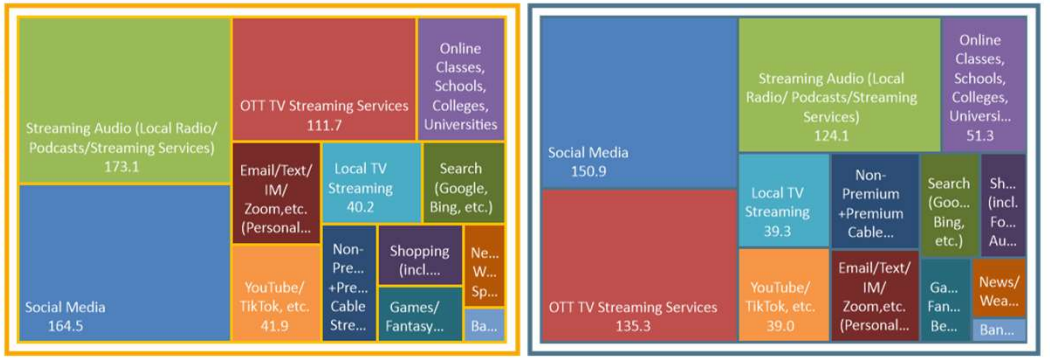


672,853 or 77.6% of Adults 18 or older who are past 7 days users of CTA "L"/Subway Rail use Ad-Supported Social Media for an average of 146.5 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

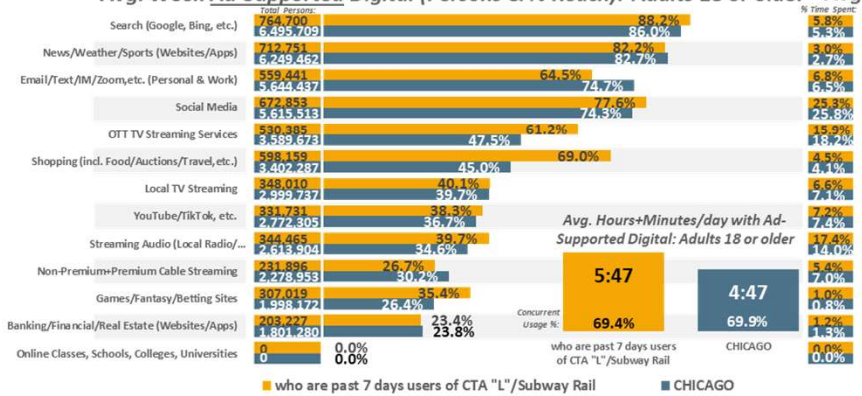


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

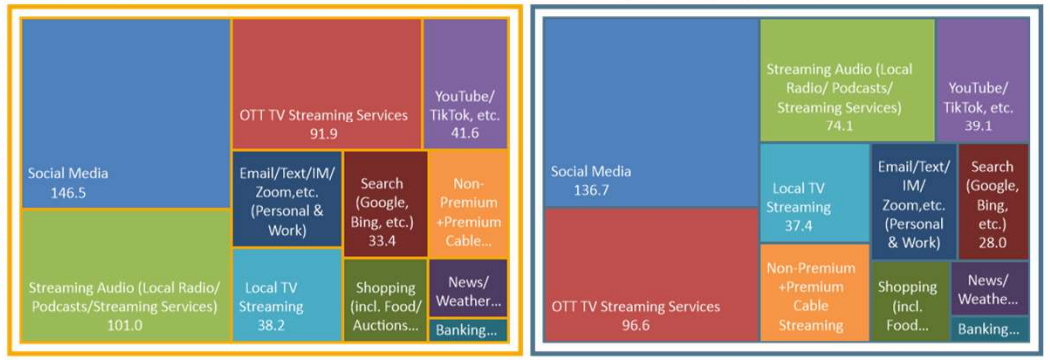


who are past 7 days users of CTA "L"/Subway Rail ■ CHICAGO

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who are past 7 days users of CTA "L"/Subway Rail ■ CHICAGO

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 413

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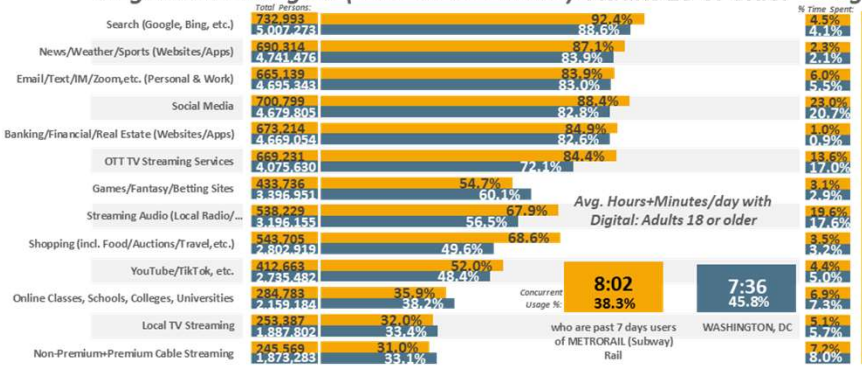
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Mode of transportation past 7 days (any purpose): CTA 'L'/Subway (Chicago)

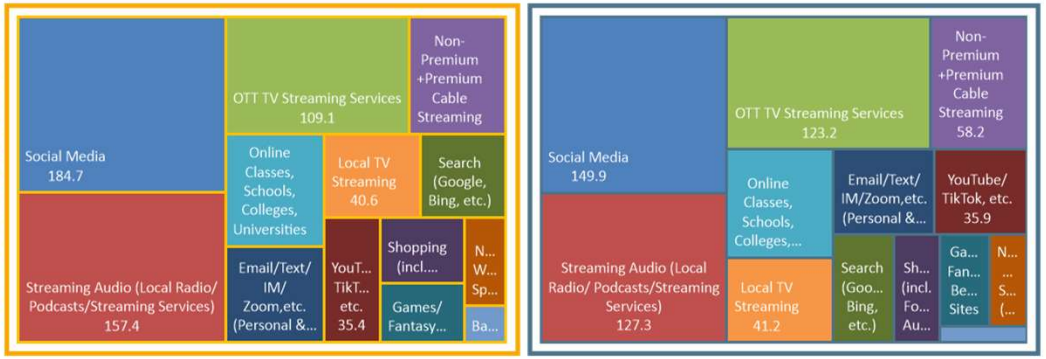


607,810 or 76.7% of Adults 18 or older who are past 7 days users of METRORAIL (Subway) Rail use Ad-Supported Social Media for an average of 160.2 minutes every day representing 26.6% of all time spent daily with Ad-Supported Digital Media.

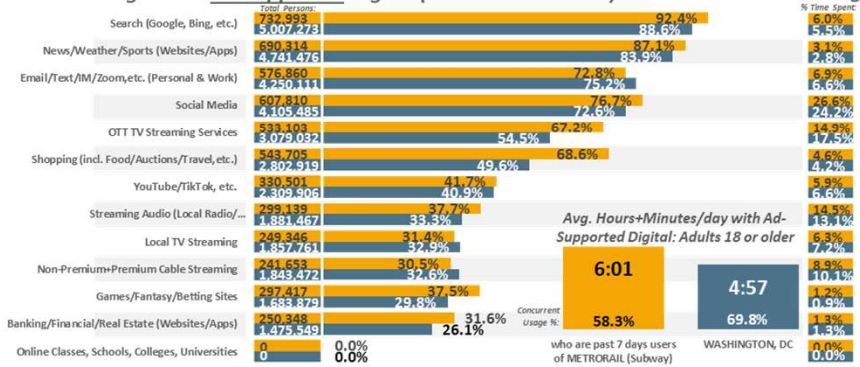
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



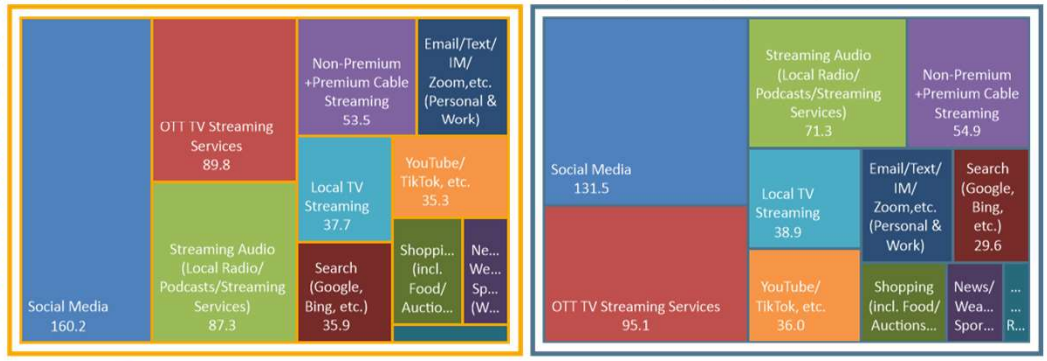
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 807

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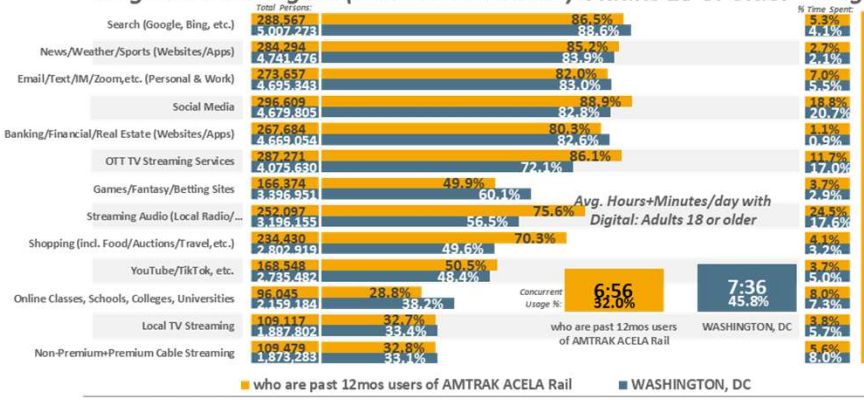
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Mode of transportation past 7 days (any purpose): Metrorail (subway)

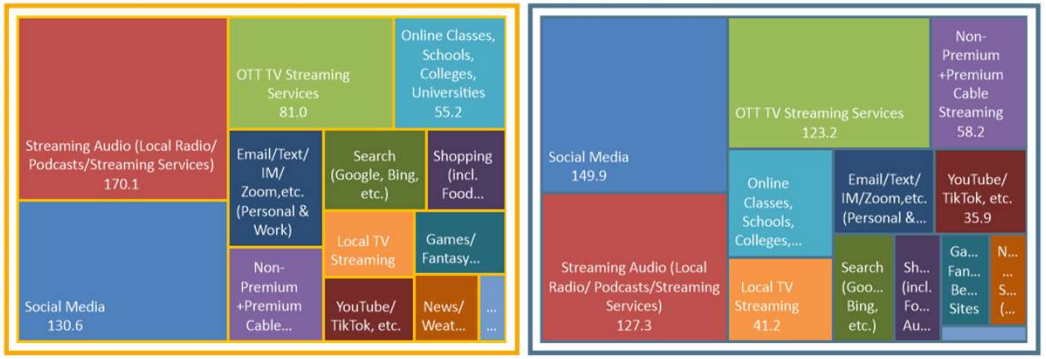


259,093 or 77.7% of Adults 18 or older who are past 12mos users of AMTRAK ACELA Rail use Ad-Supported Social Media for an average of 114.1 minutes every day representing 22.7% of all time spent daily with Ad-Supported Digital Media.

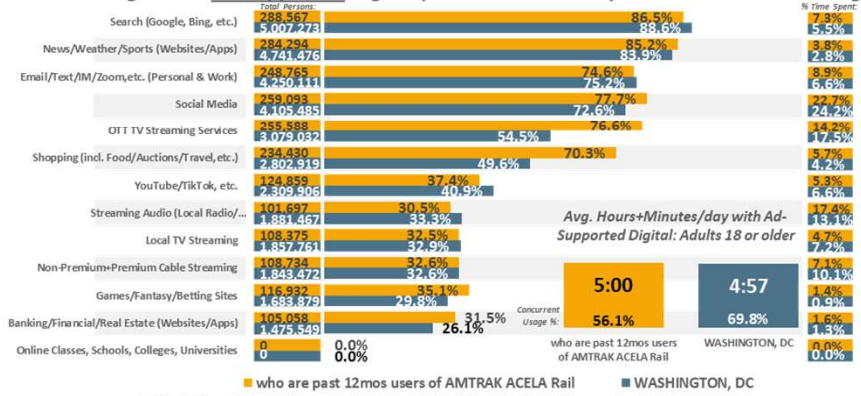
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



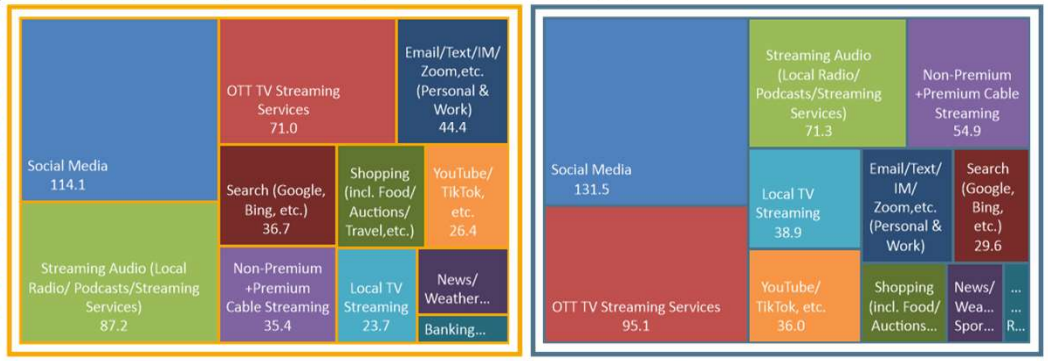
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 316

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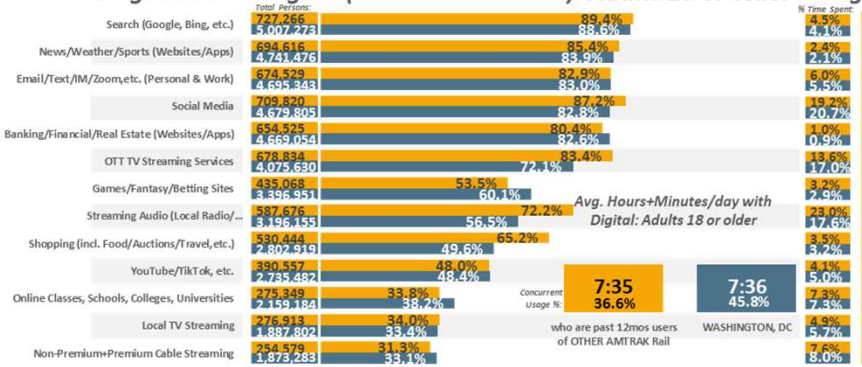
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Traveled by Acela/other Amtrak train past 12 mo: Acela

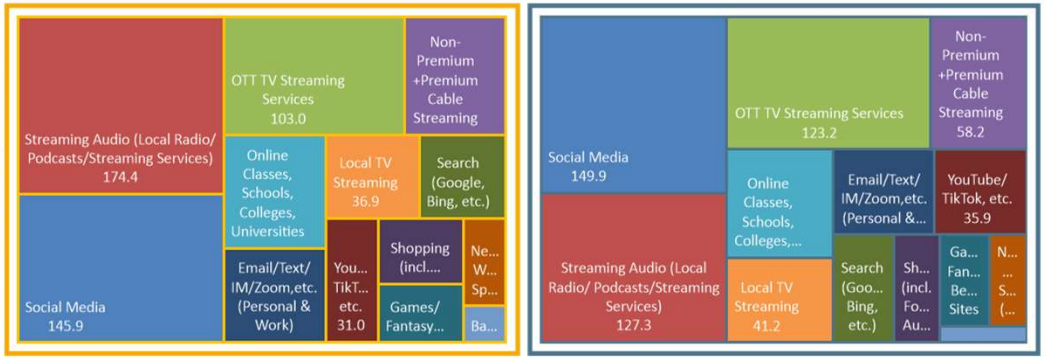


610,863 or 75.1% of Adults 18 or older who are past 12mos users of OTHER AMTRAK Rail use Ad-Supported Social Media for an average of 125.5 minutes every day representing 22.5% of all time spent daily with Ad-Supported Digital Media.

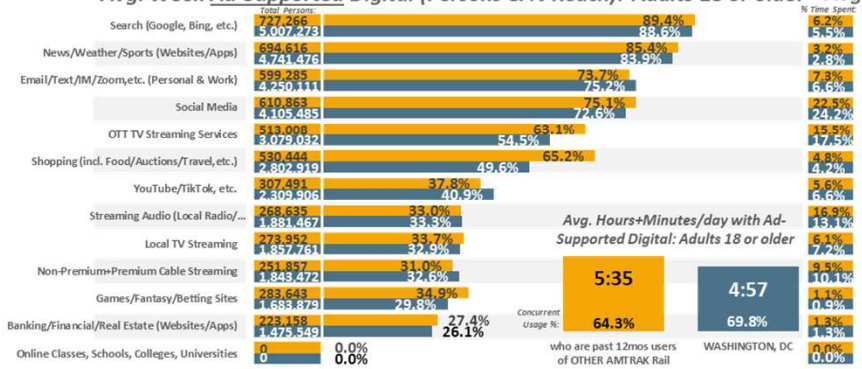
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



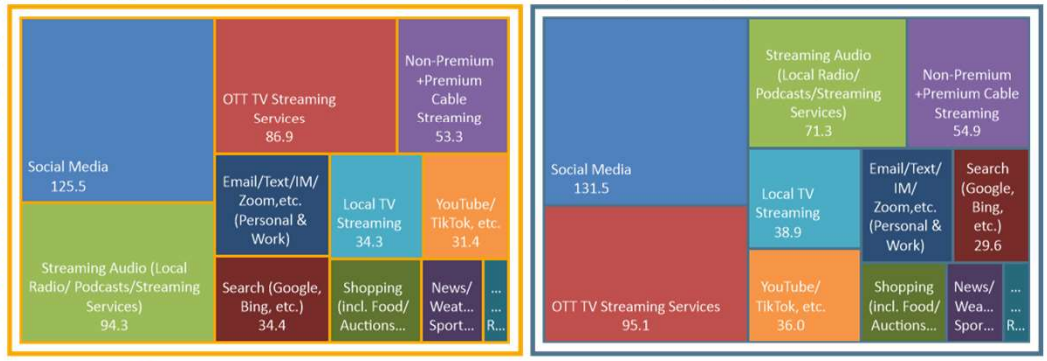
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 766

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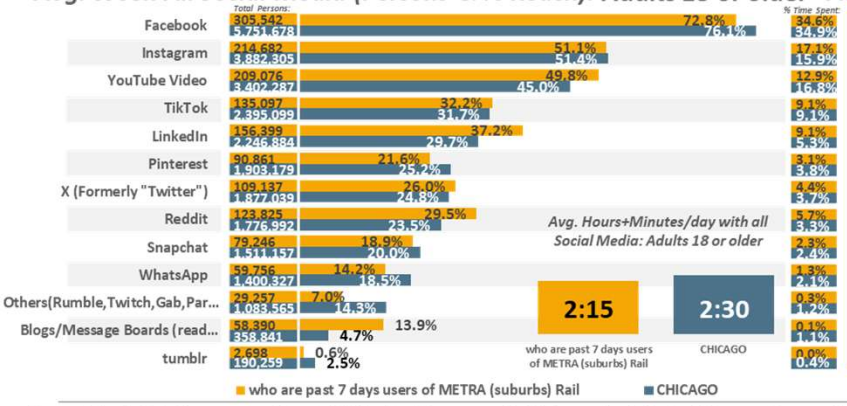
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Traveled by Acela/other Amtrak train past 12 mo: Other Amtrak train

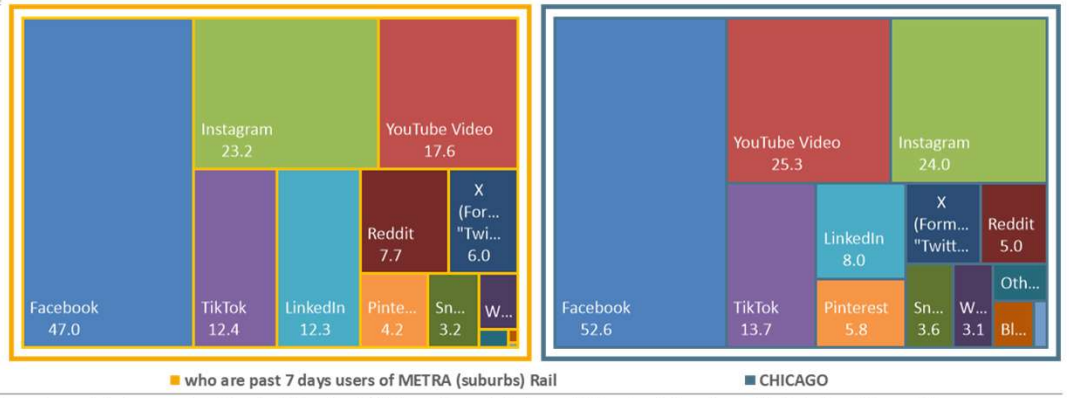


305,542 or 72.8% of Adults 18 or older who are past 7 days users of METRA (suburbs) Rail use Ad-Supported Facebook for an average of 44.6 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

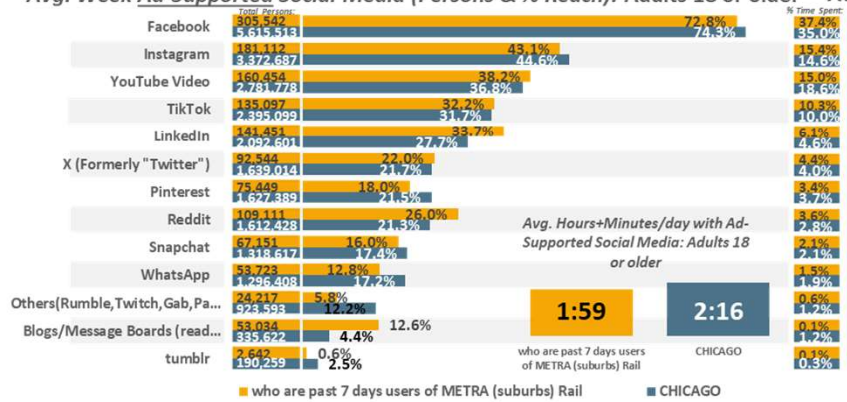
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



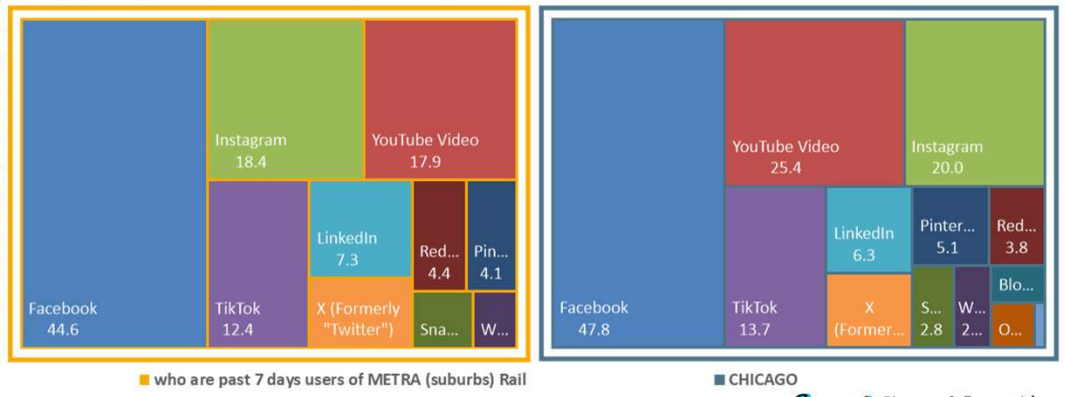
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

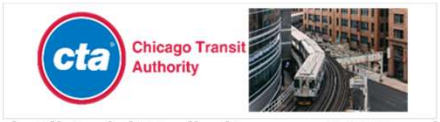


CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 189

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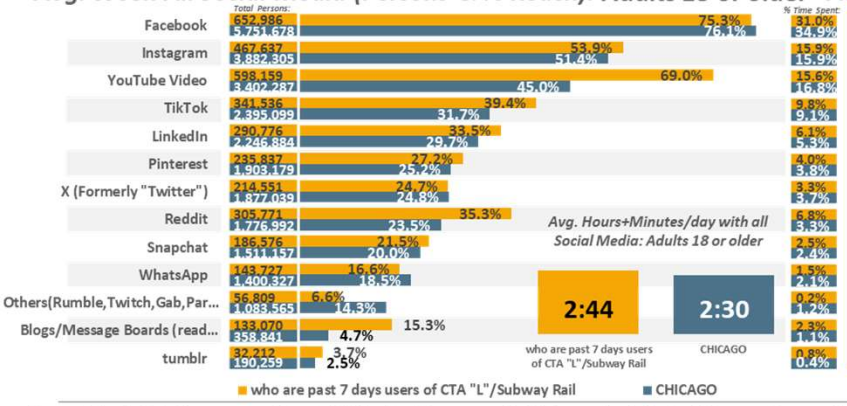
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Mode of transportation past 7 days (any purpose): Metra (suburbs)

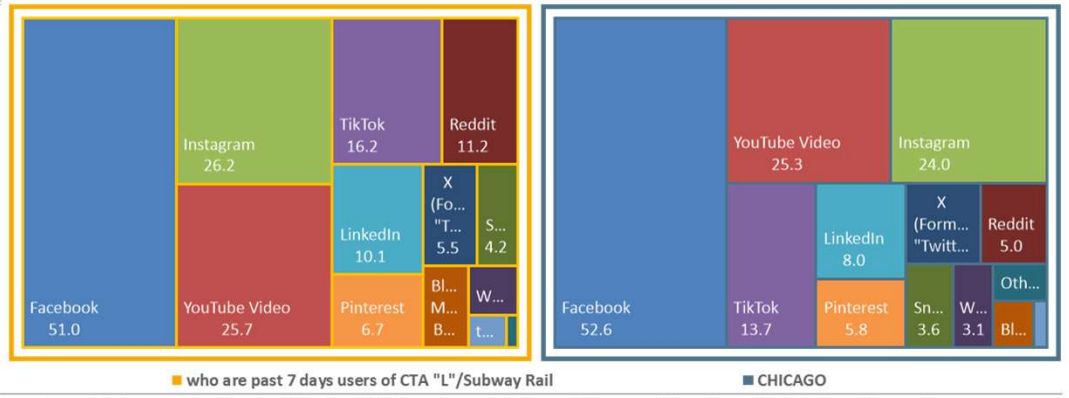


652,986 or 75.3% of Adults 18 or older who are past 7 days users of CTA "L"/Subway Rail use Ad-Supported Facebook for an average of 49.6 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.

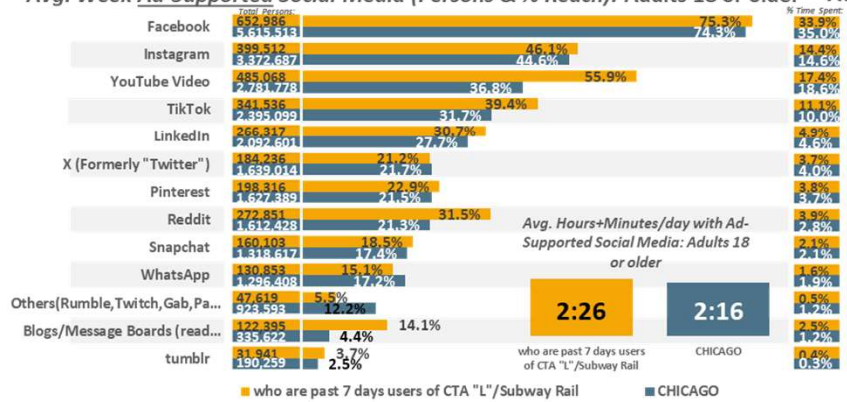
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



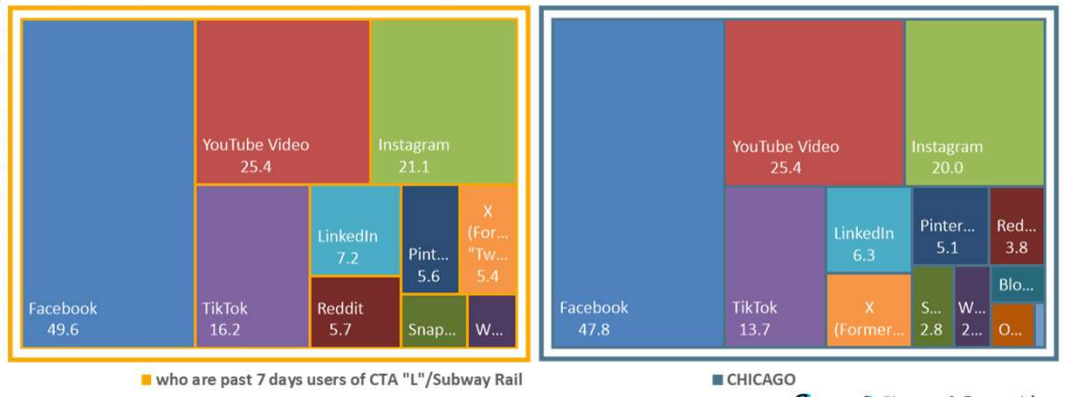
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 413

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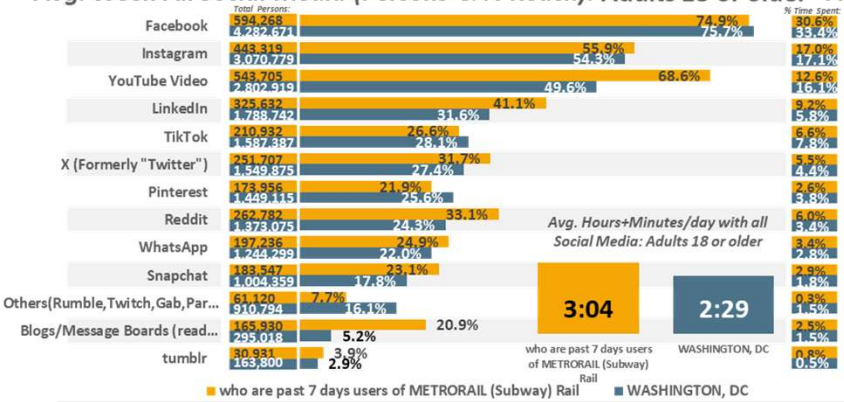
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Mode of transportation past 7 days (any purpose): CTA 'L'/Subway (Chicago)

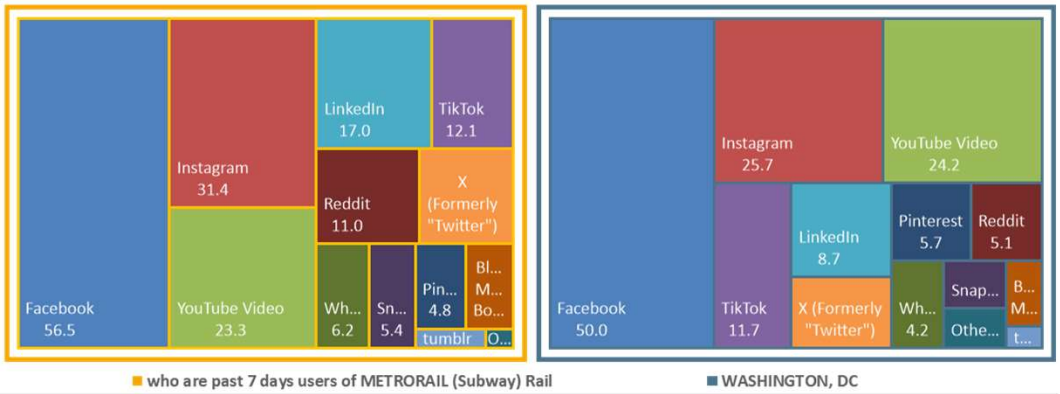


594,268 or 74.9% of Adults 18 or older who are past 7 days users of METRORAIL (Subway) Rail use Ad-Supported Facebook for an average of 57.4 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

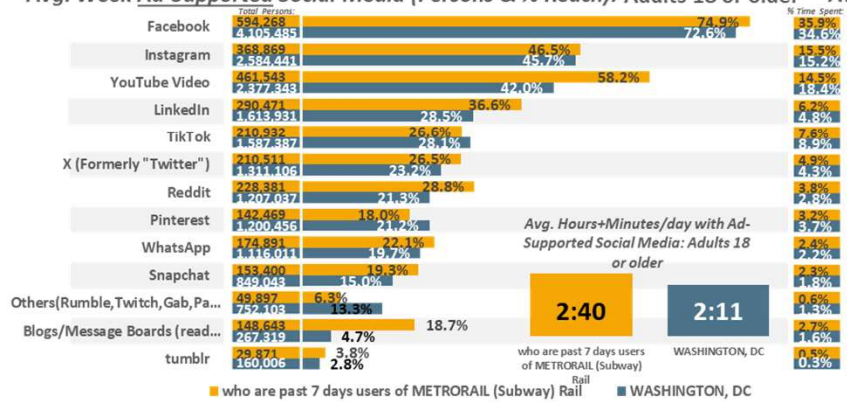
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



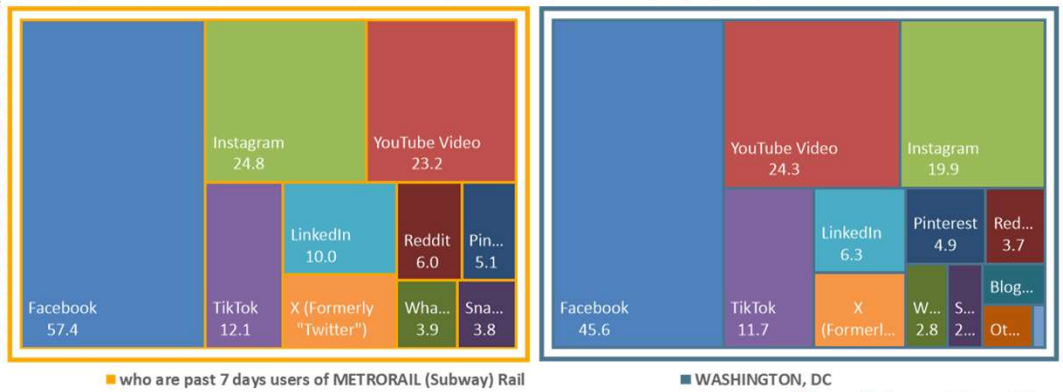
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 807

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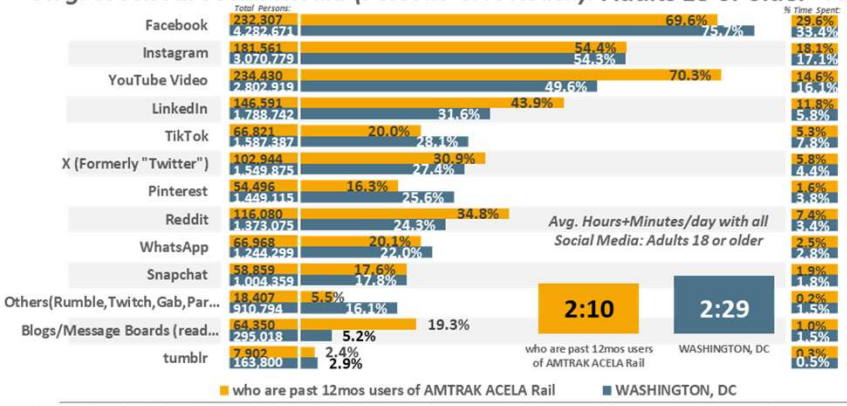
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Mode of transportation past 7 days (any purpose): Metrorail (subway)

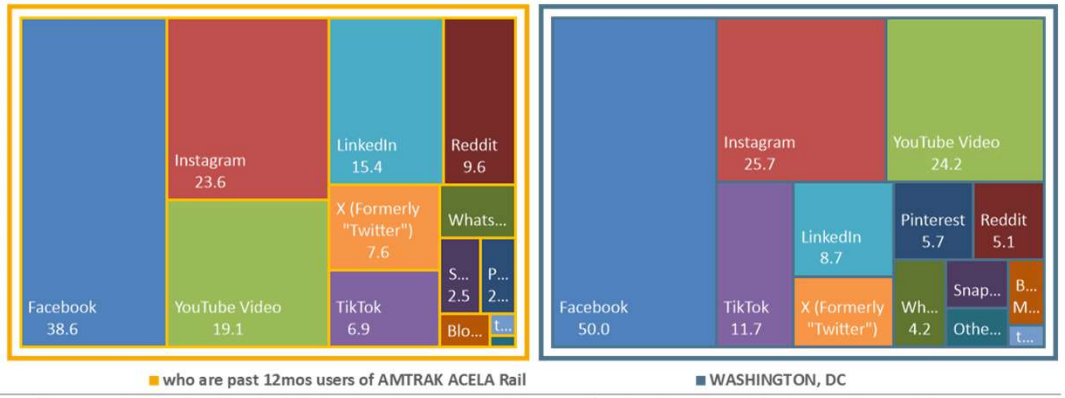


232,307 or 69.6% of Adults 18 or older who are past 12mos users of AMTRAK ACELA Rail use Ad-Supported Facebook for an average of 40.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

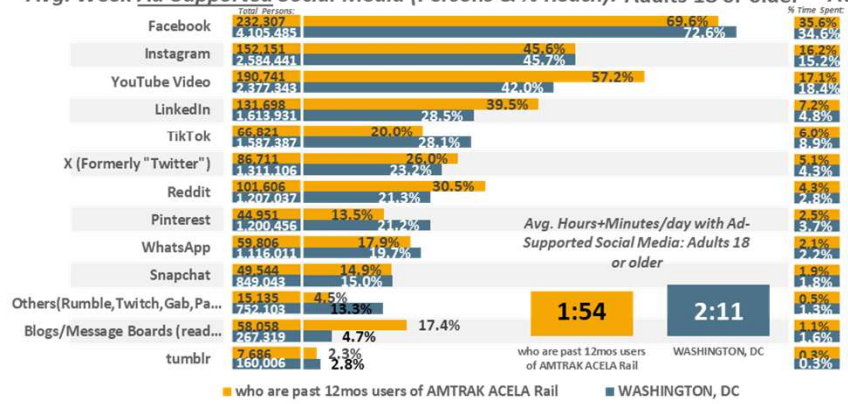
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



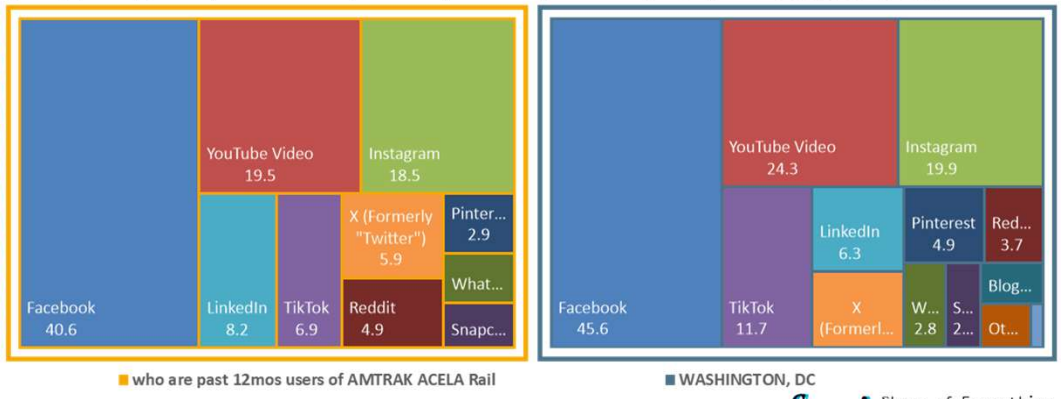
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 316

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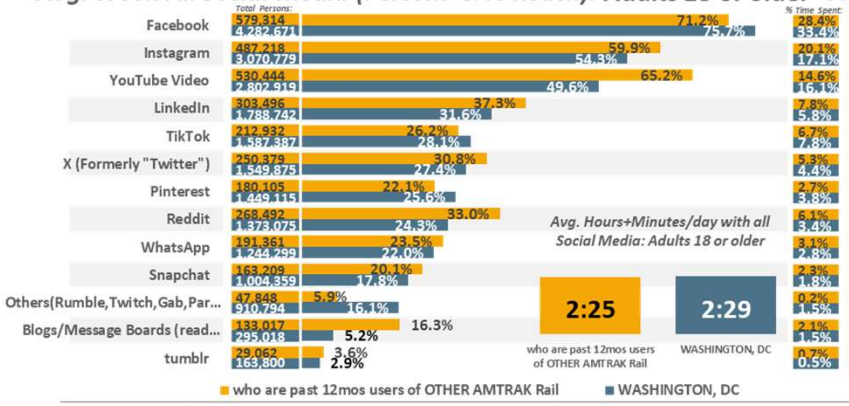
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Traveled by Acela/other Amtrak train past 12 mo: Acela

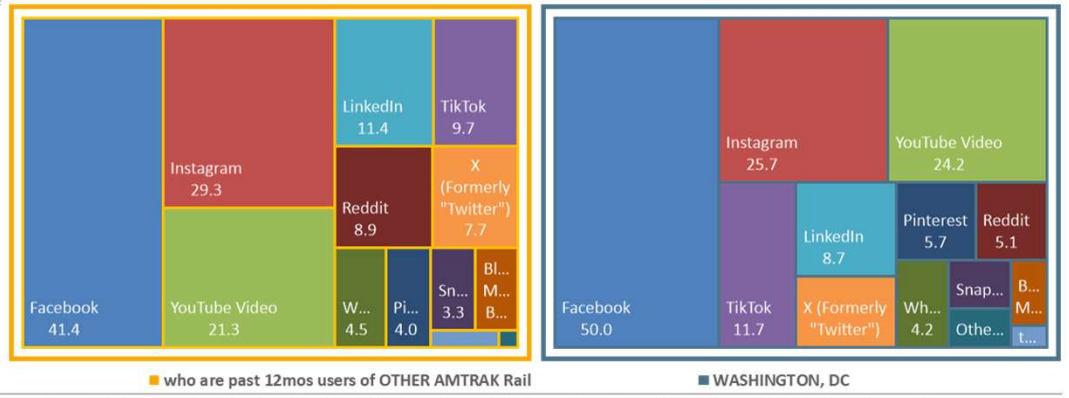


579,314 or 71.2% of Adults 18 or older who are past 12mos users of OTHER AMTRAK Rail use Ad-Supported Facebook for an average of 42.6 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

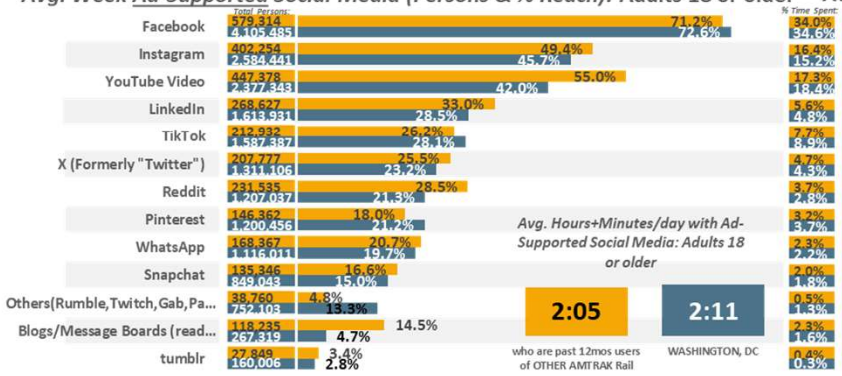
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



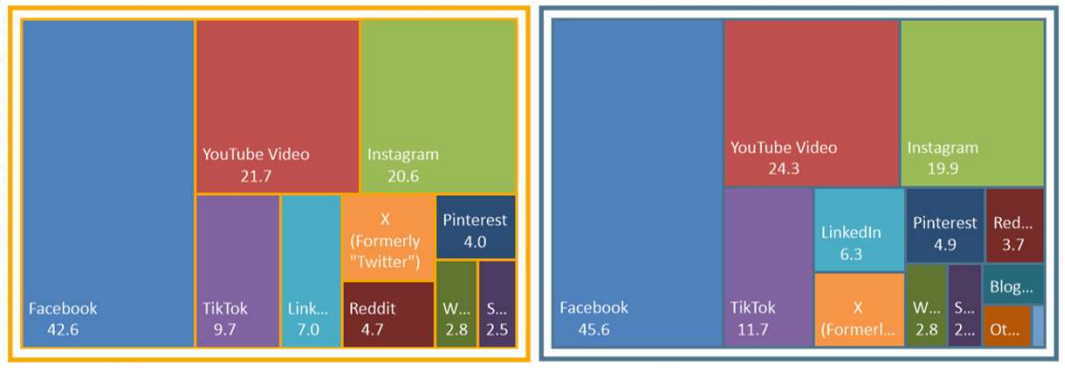
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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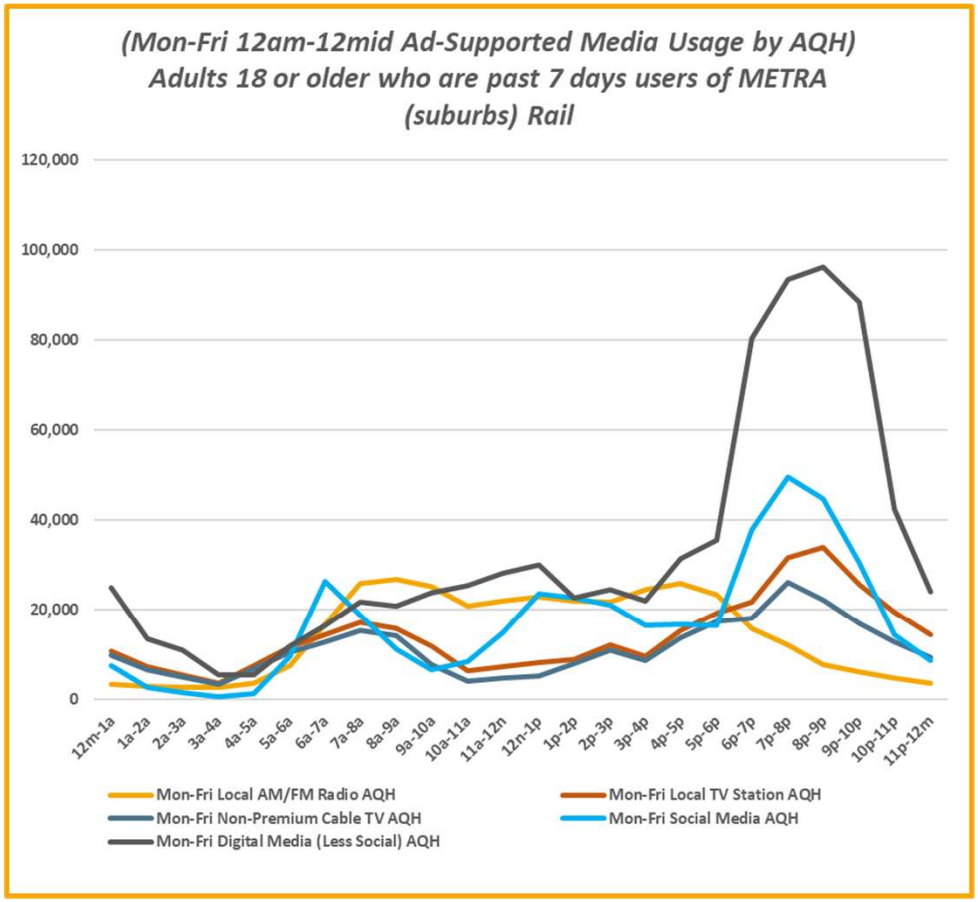
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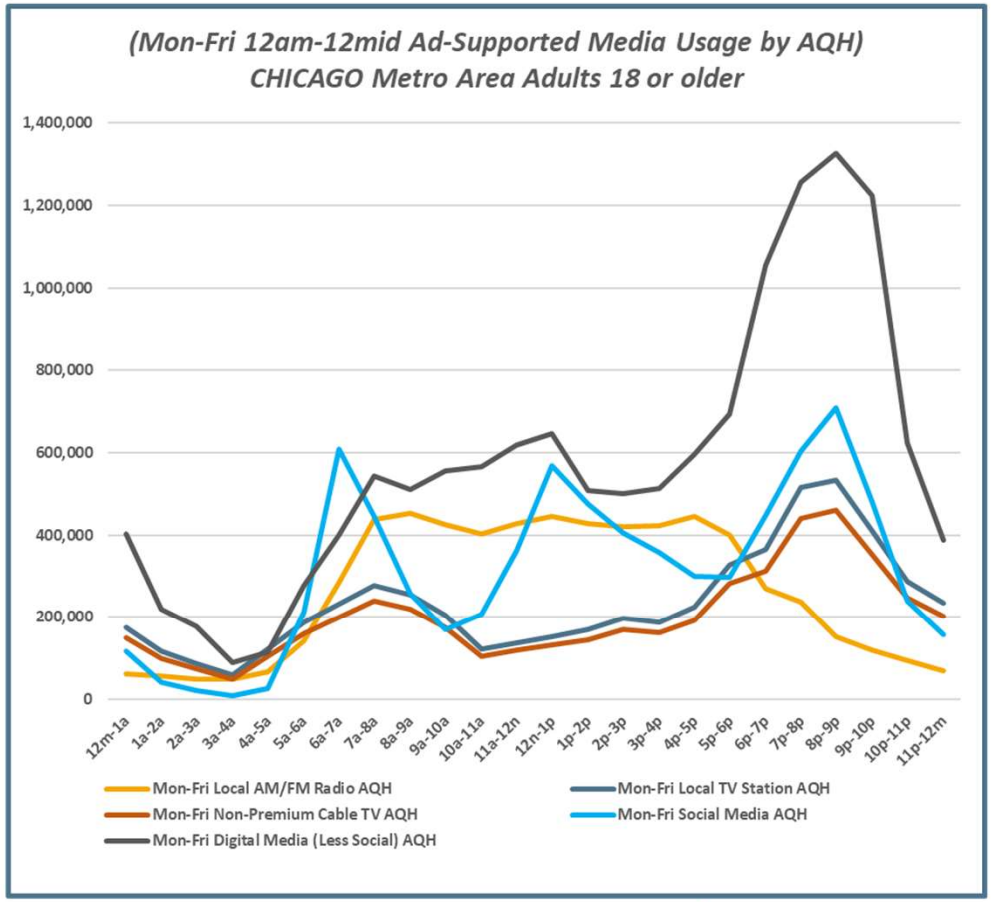
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Traveled by Acela/other Amtrak train past 12 mo: Other Amtrak train



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,420; Local Radio: 22,549; Social Media: 18,498; Local TV: 12,824; Non-Prem. Cable: 10,792 reaching Adults 18 or older who are past 7 days users of METRA (suburbs) Rail



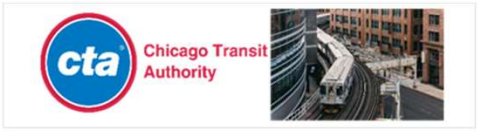


CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 189

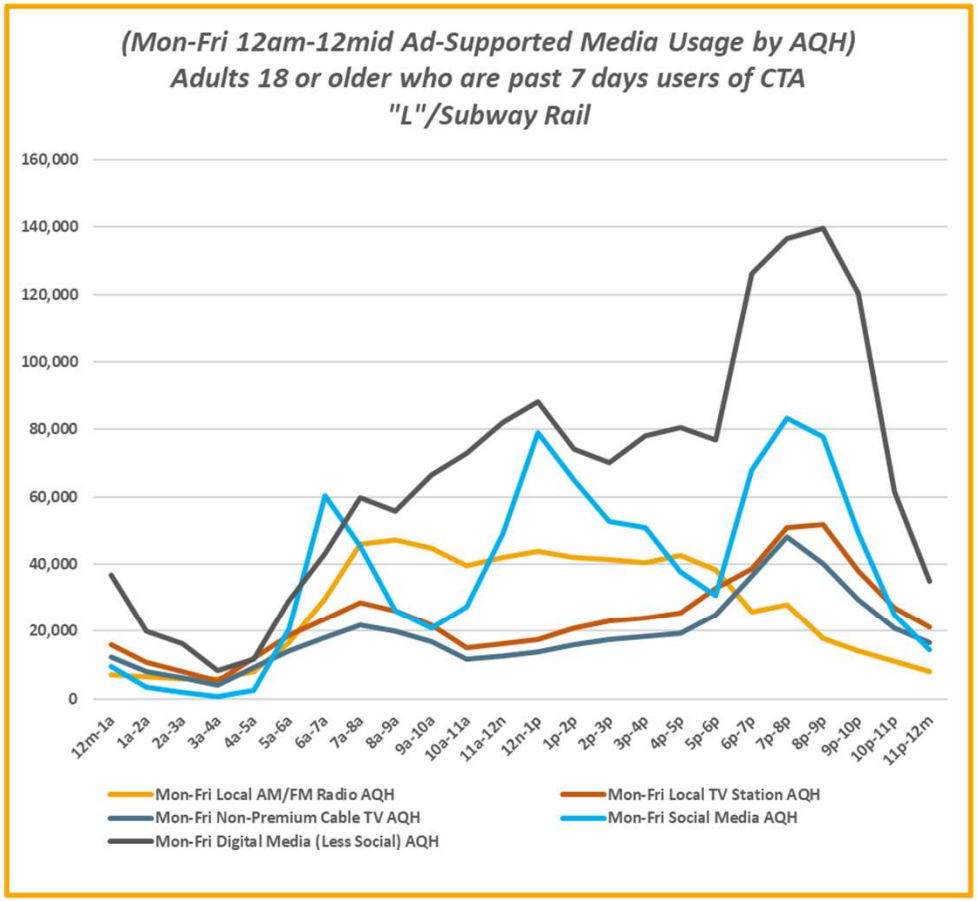
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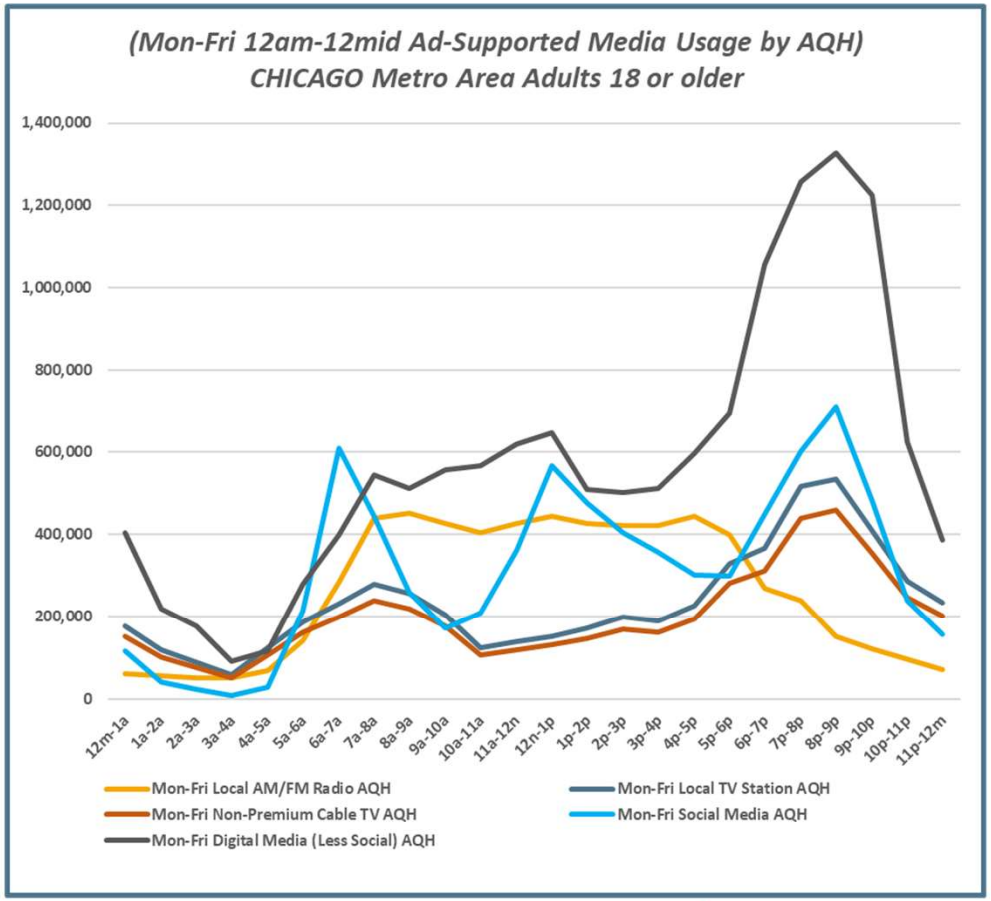
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Mode of transportation past 7 days (any purpose): Metra (suburbs)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 74,976; Social Media: 47,175; Local Radio: 40,259; Local TV: 24,087; Non-Prem. Cable: 19,022 reaching Adults 18 or older who are past 7 days users of CTA "L"/Subway Rail.





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 413

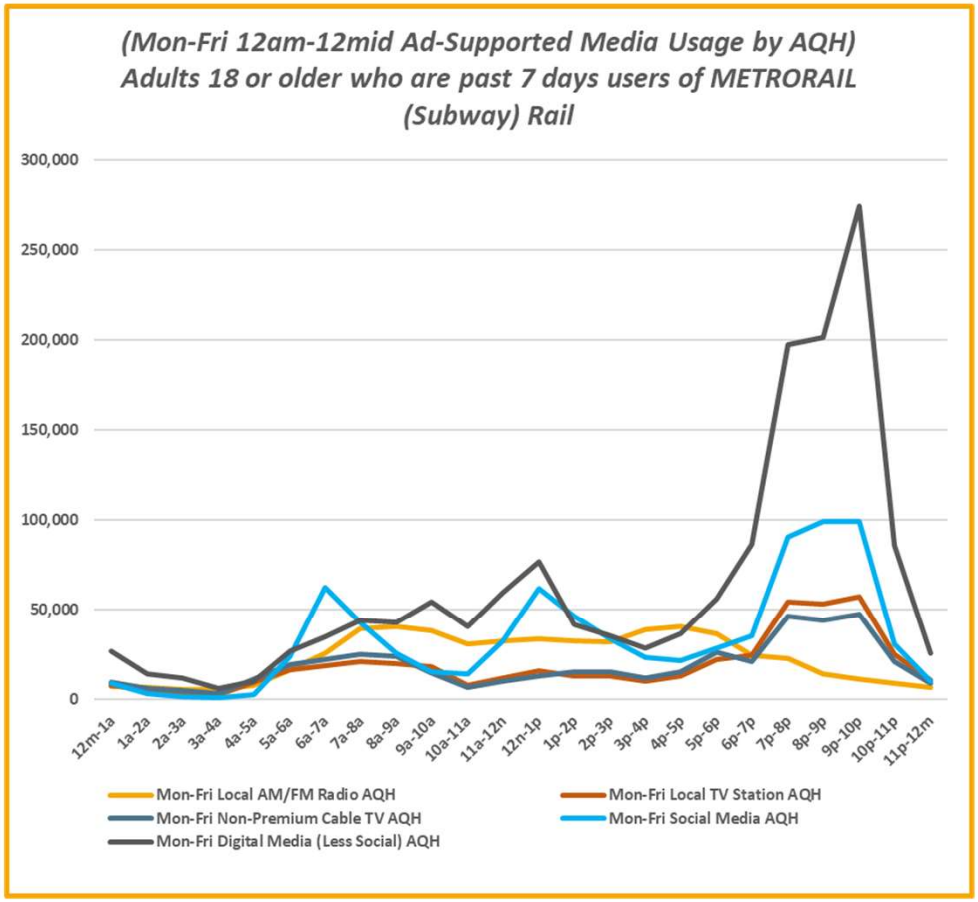
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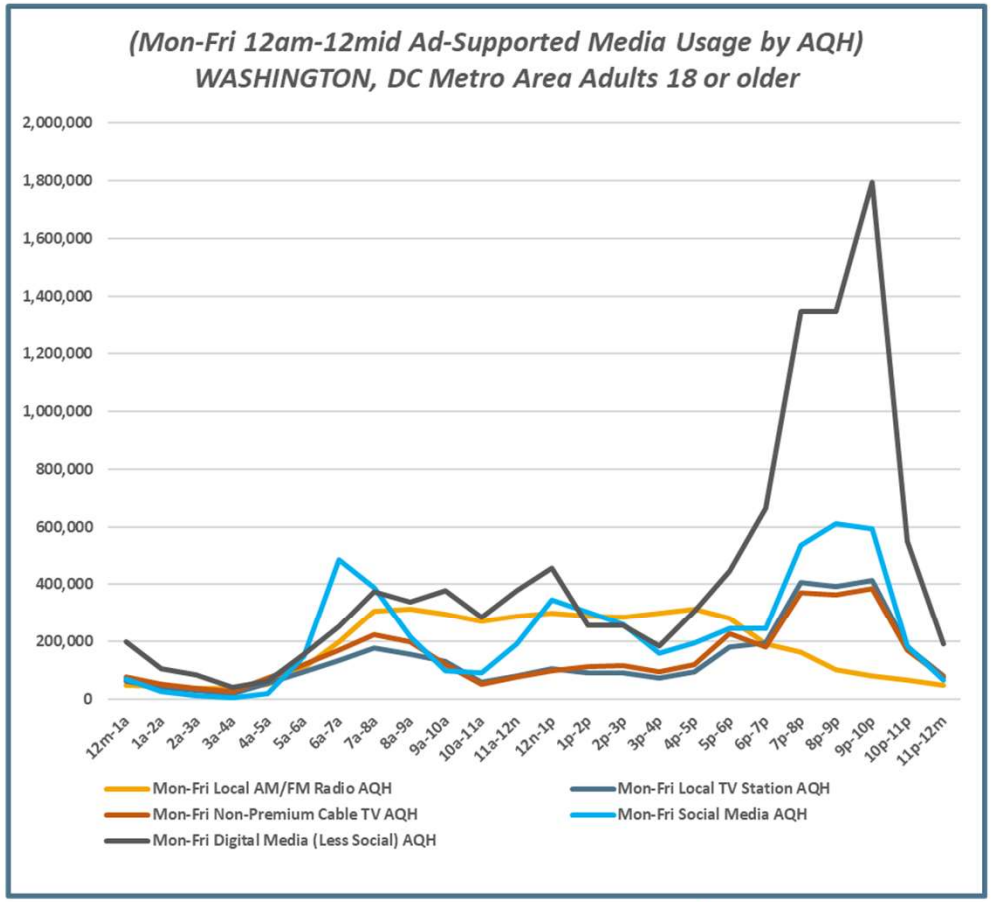
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Mode of transportation past 7 days (any purpose): CTA 'L'/Subway (Chicago)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 49,096; Local Radio: 34,284; Social Media: 34,123; Non-Prem. Cable: 16,923; Local TV: 16,098 reaching Adults 18 or older who are past 7 days users of METRORAIL (Subway) R





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 807

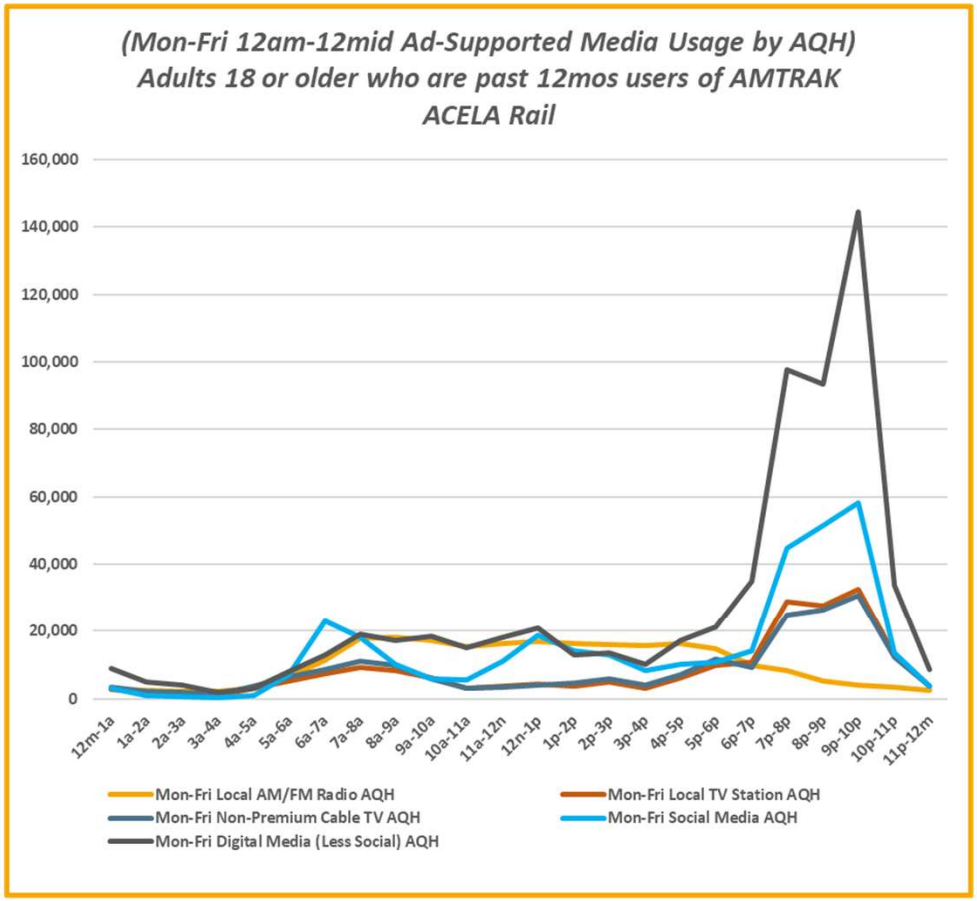
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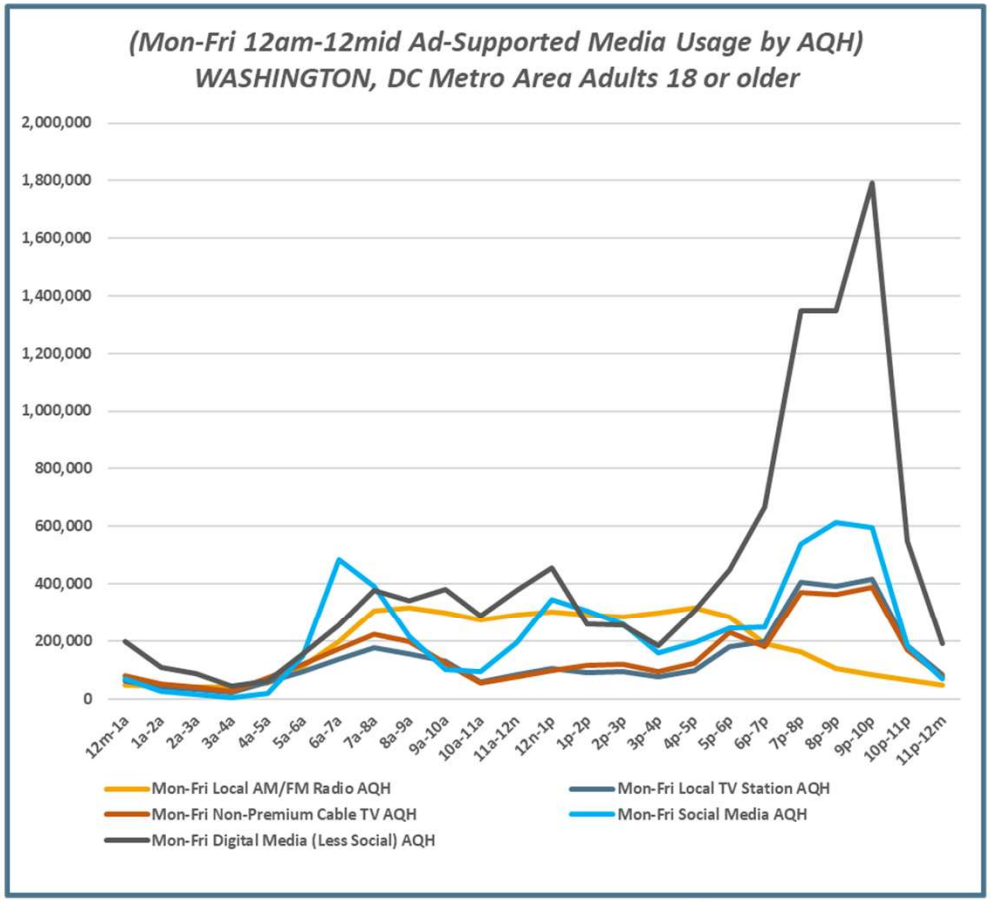
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Mode of transportation past 7 days (any purpose): Metrorail (subway)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,794; Local Radio: 15,548; Social Media: 12,518; Non-Prem. Cable: 6,812; Local TV: 6,196 reaching Adults 18 or older who are past 12mos users of AMTRAK ACELA Rail.





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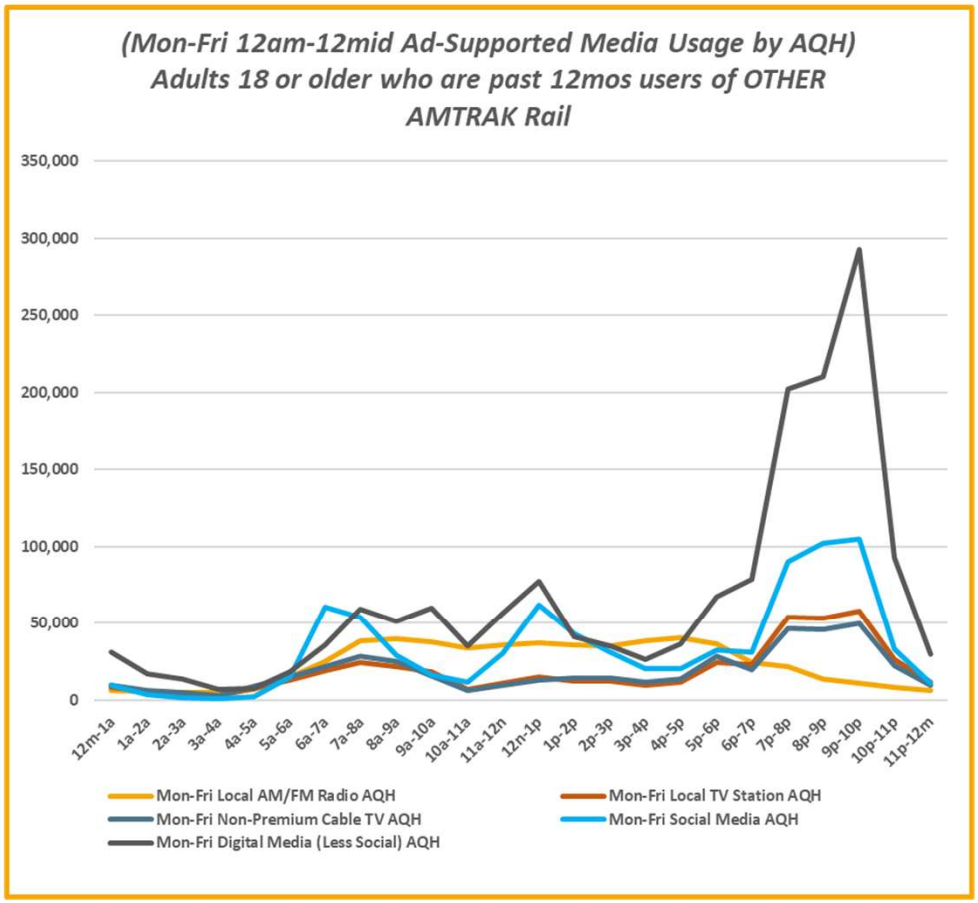
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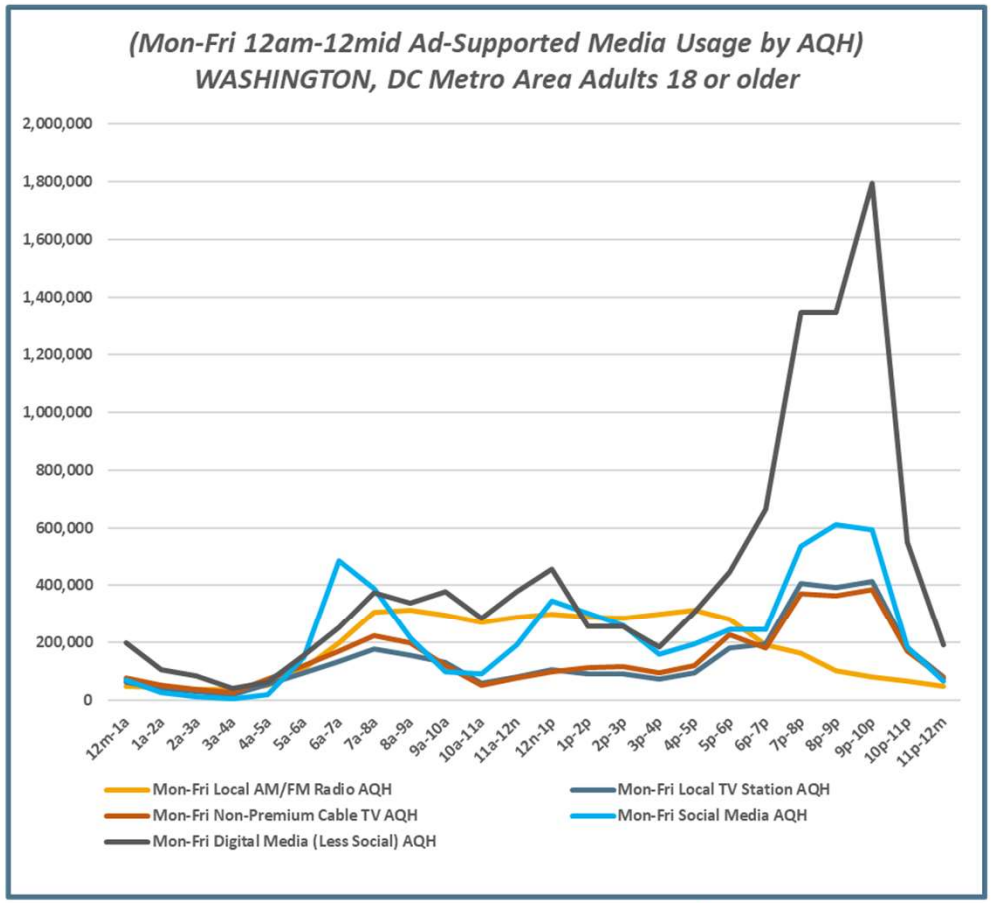
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Traveled by Acela/other Amtrak train past 12 mo: Acela



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 50,847; Local Radio: 35,402; Social Media: 34,158; Non-Prem. Cable: 17,146; Local TV: 16,239 reaching Adults 18 or older who are past 12mos users of OTHER AMTRAK Rail.





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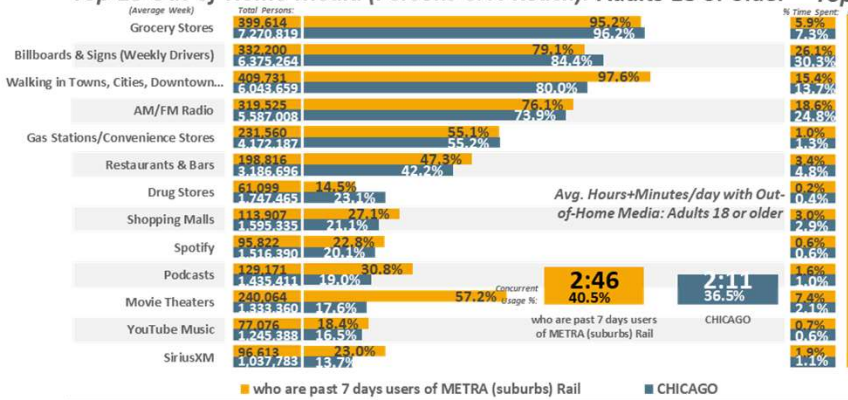
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Traveled by Acela/other Amtrak train past 12 mo: Other Amtrak train

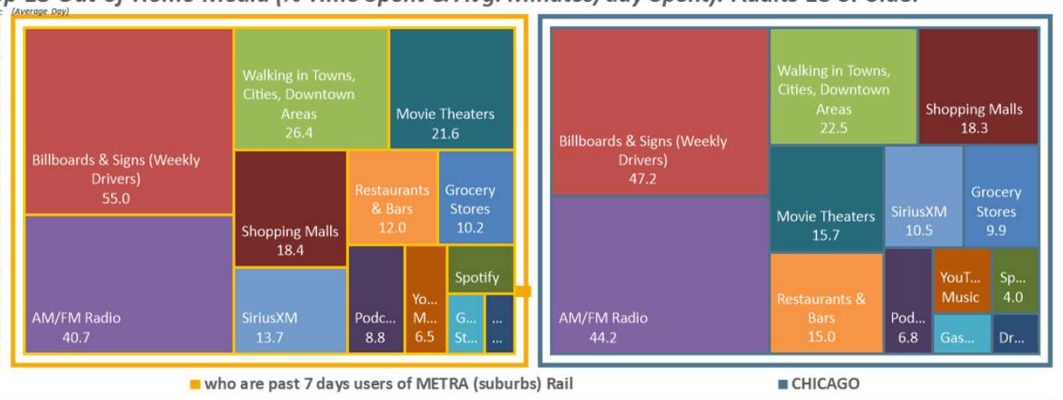


332,200 or 79.1% of Adults 18 or older who are past 7 days users of METRA (suburbs) Rail spend an average of 55. minutes per day driving, seeing Billboards and Signs. 69.6% Listen to Local Radio Stations Out-of-Home for an average of 34.9 minutes/day.

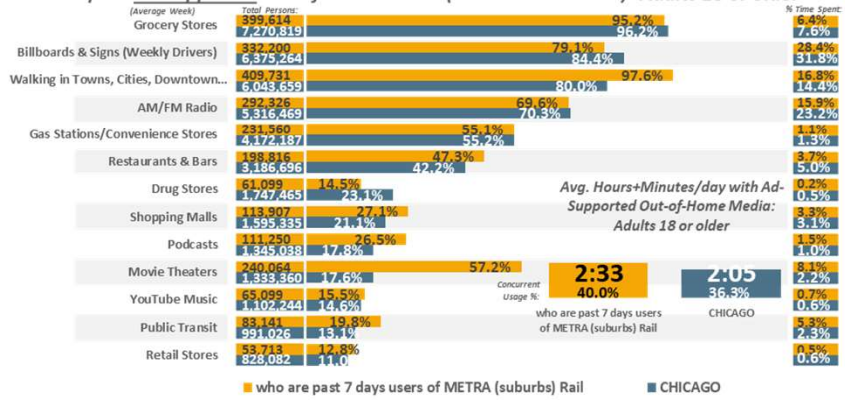
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



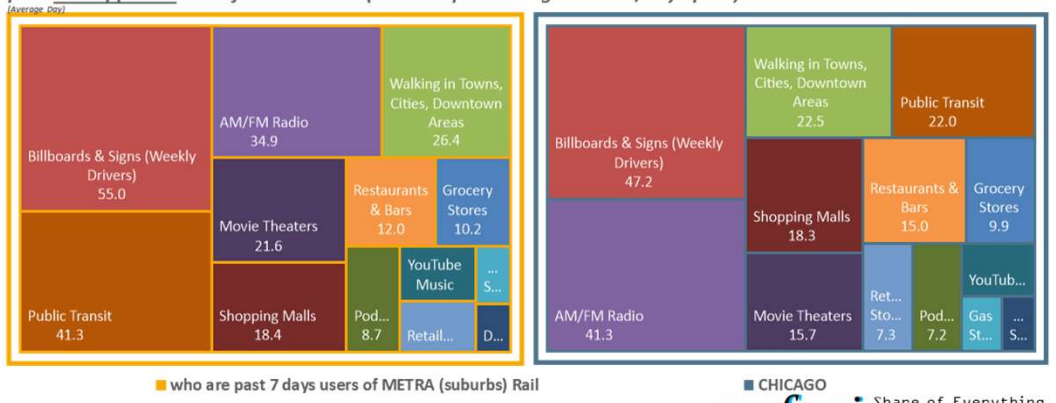
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

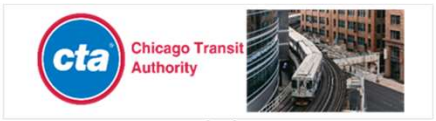


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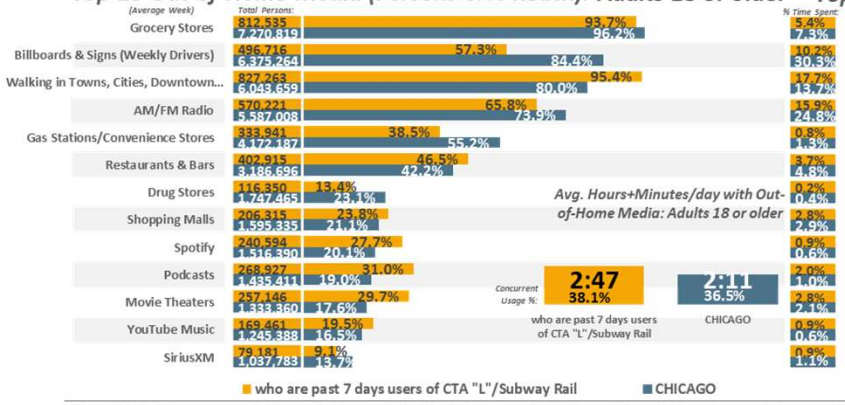
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Mode of transportation past 7 days (any purpose): Metra (suburbs)

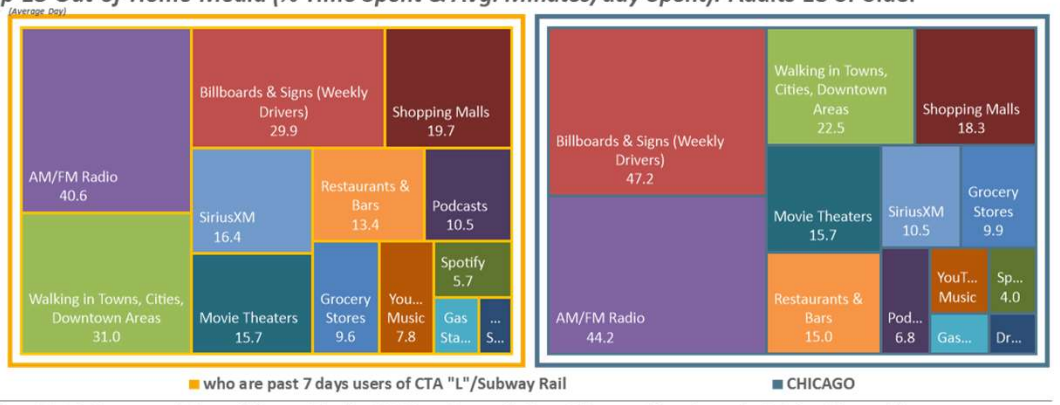


496,716 or 57.3% of Adults 18 or older who are past 7 days users of CTA "L"/Subway Rail spend an average of 29.9 minutes per day driving, seeing Billboards and Signs. 62.8% Listen to Local Radio Stations Out-of-Home for an average of 35.1 minutes/day.

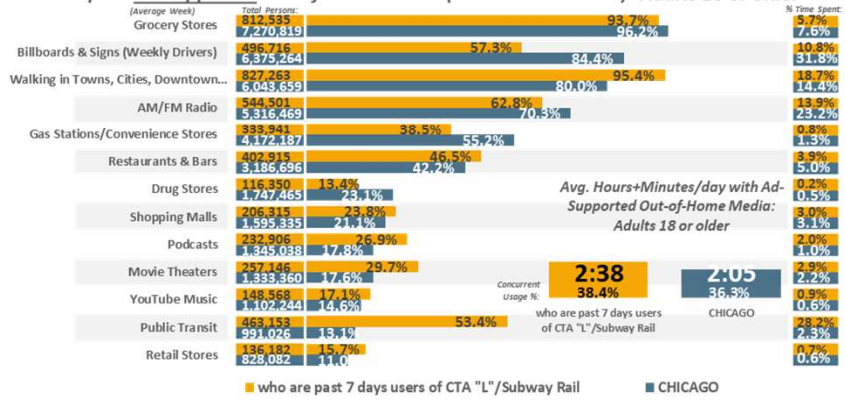
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



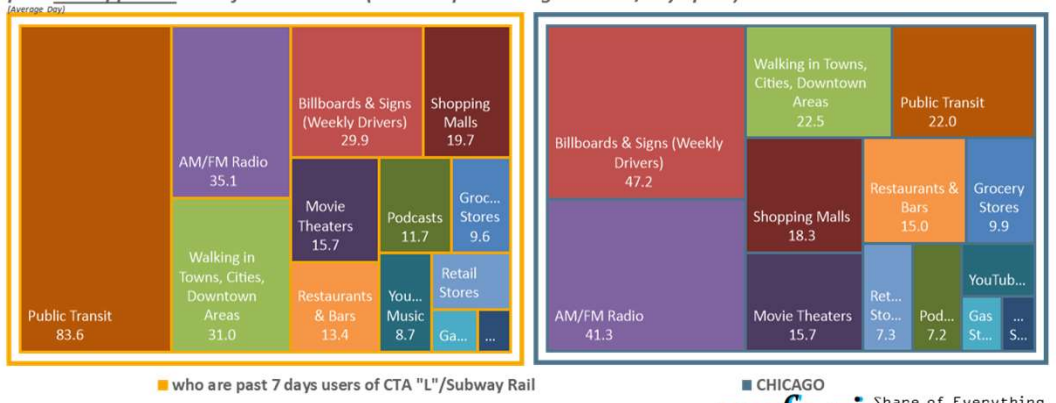
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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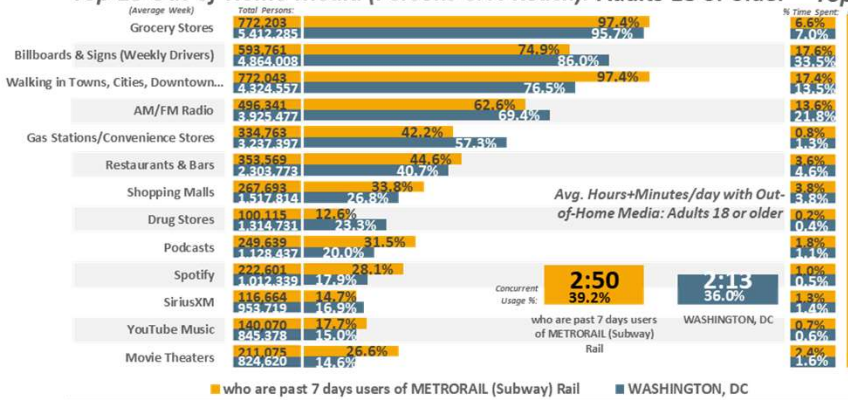
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Mode of transportation past 7 days (any purpose): CTA 'L'/Subway (Chicago)

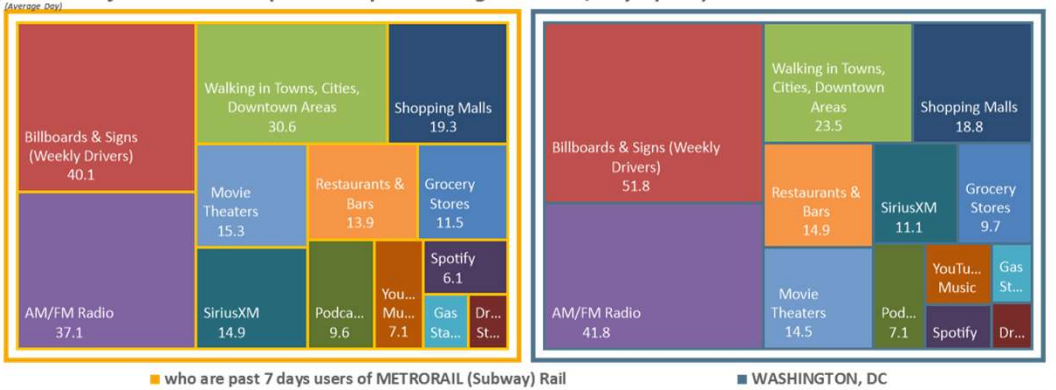


593,761 or 74.9% of Adults 18 or older who are past 7 days users of METRORAIL (Subway) Rail spend an average of 40.1 minutes per day driving, seeing Billboards and Signs. 58.8% Listen to Local Radio Stations Out-of-Home for an average of 30.6 minutes/day.

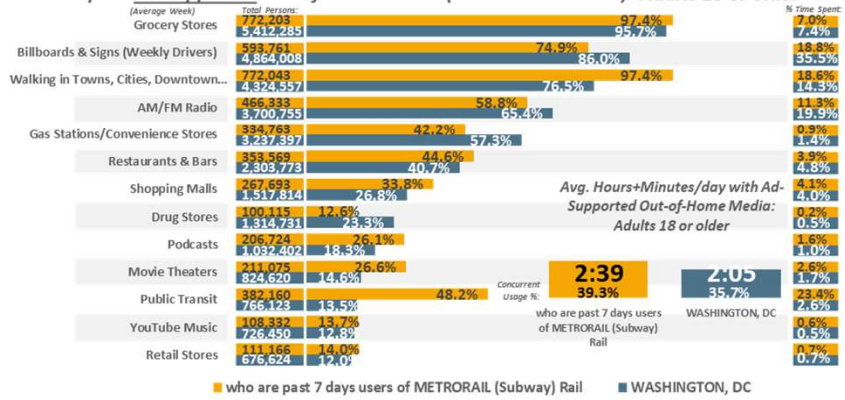
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



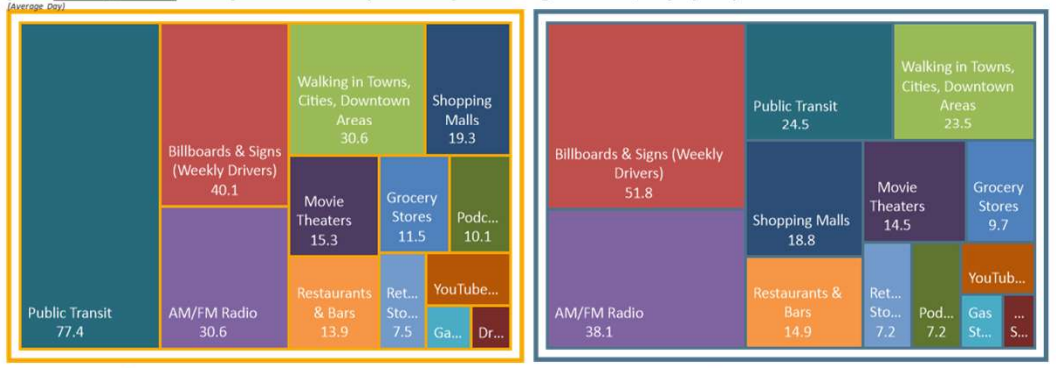
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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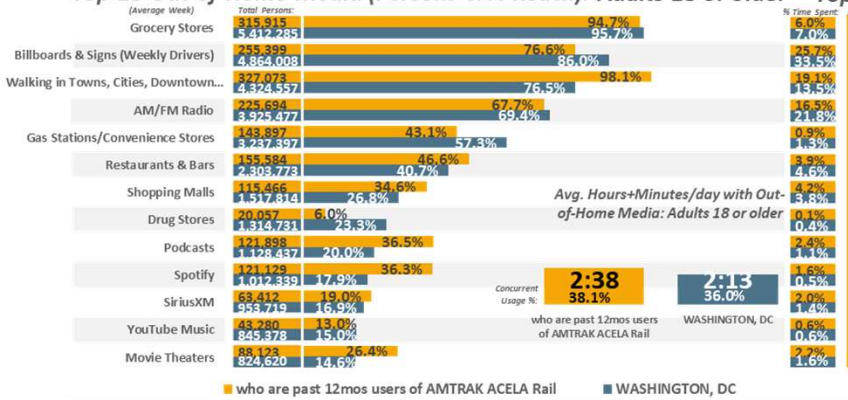
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Mode of transportation past 7 days (any purpose): Metrorail (subway)

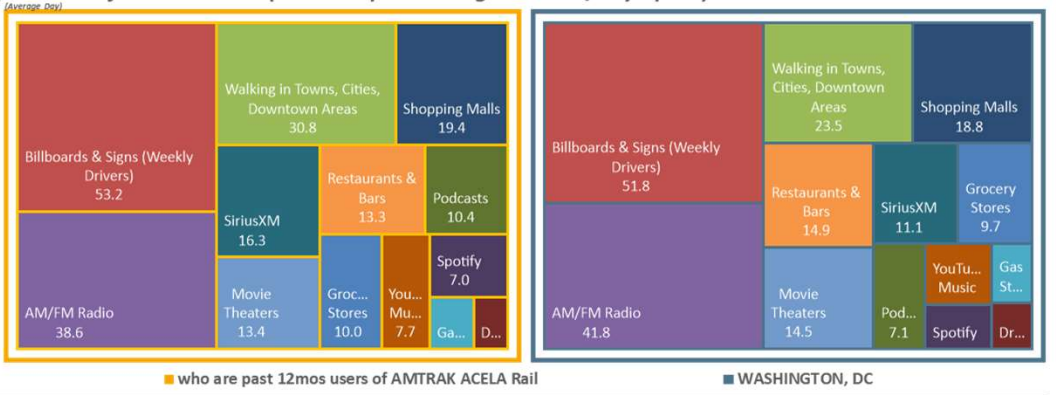


255,399 or 76.6% of Adults 18 or older who are past 12mos users of AMTRAK ACELA Rail spend an average of 53.2 minutes per day driving, seeing Billboards and Signs. 61.3% Listen to Local Radio Stations Out-of-Home for an average of 30.1 minutes/day.

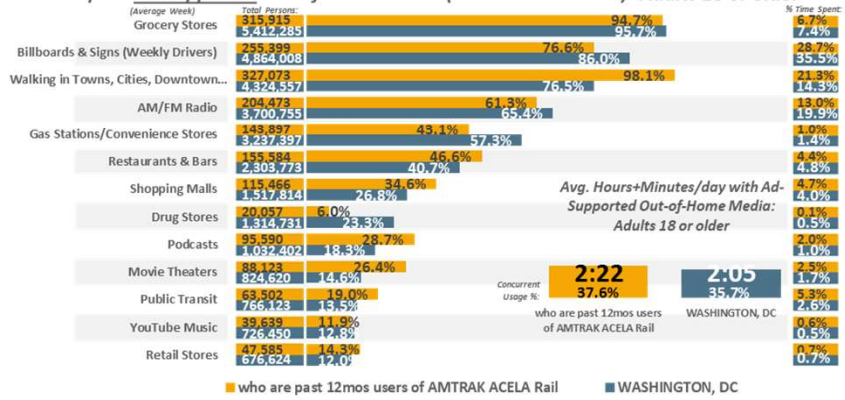
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



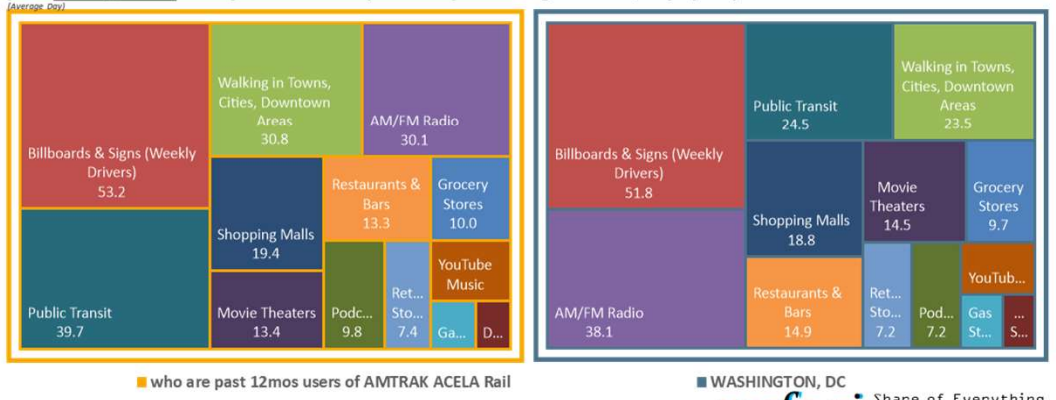
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 316

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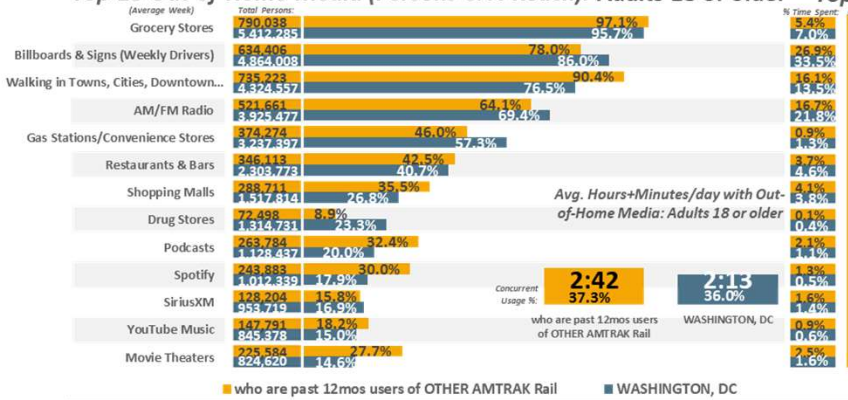
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Traveled by Acela/other Amtrak train past 12 mo: Acela

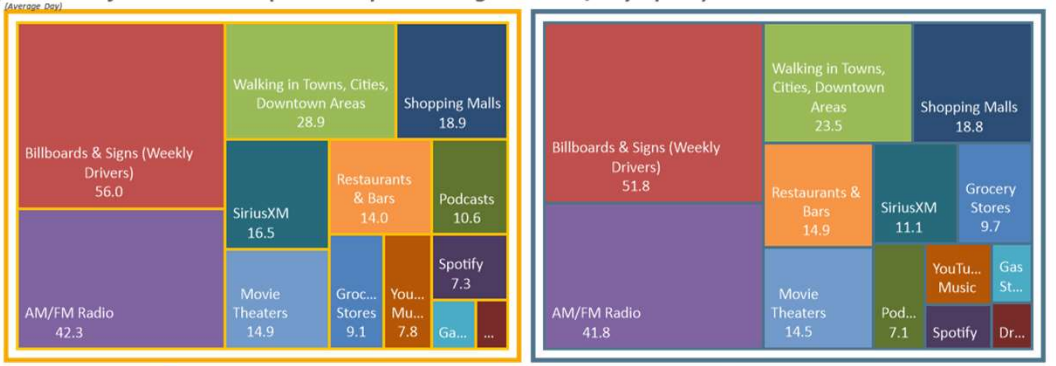


634,406 or 78.% of Adults 18 or older who are past 12mos users of OTHER AMTRAK Rail spend an average of 56. minutes per day driving, seeing Billboards and Signs. 58.3% Listen to Local Radio Stations Out-of-Home for an average of 35.2 minutes/day.

Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older

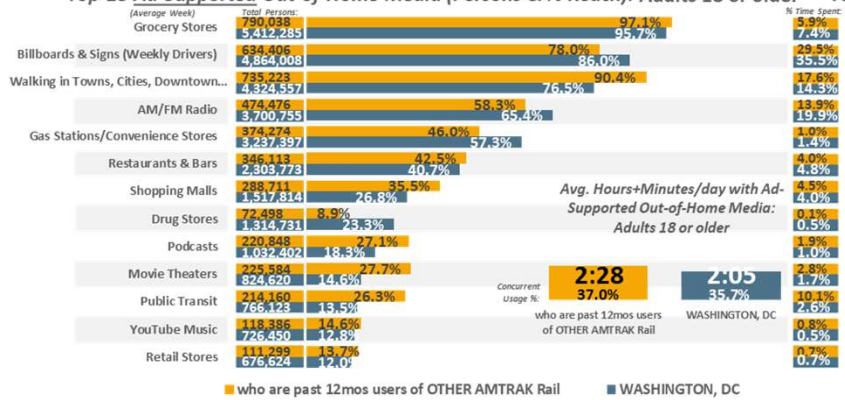


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

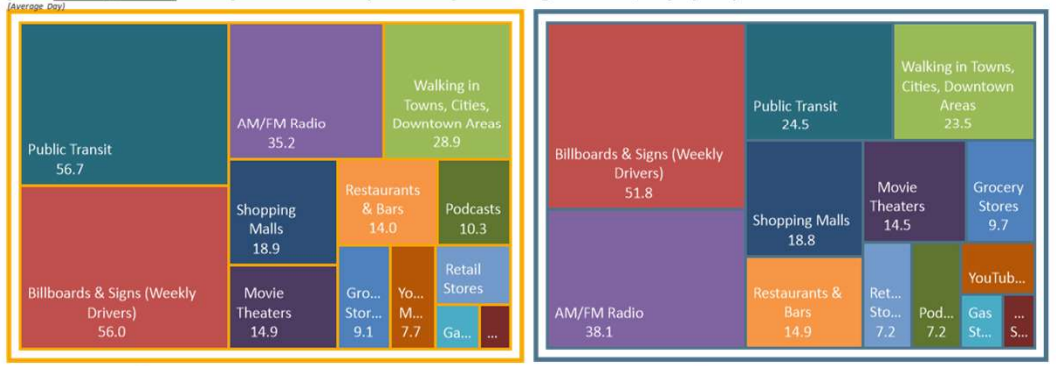


who are past 12mos users of OTHER AMTRAK Rail ■ WASHINGTON, DC

Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who are past 12mos users of OTHER AMTRAK Rail ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 766

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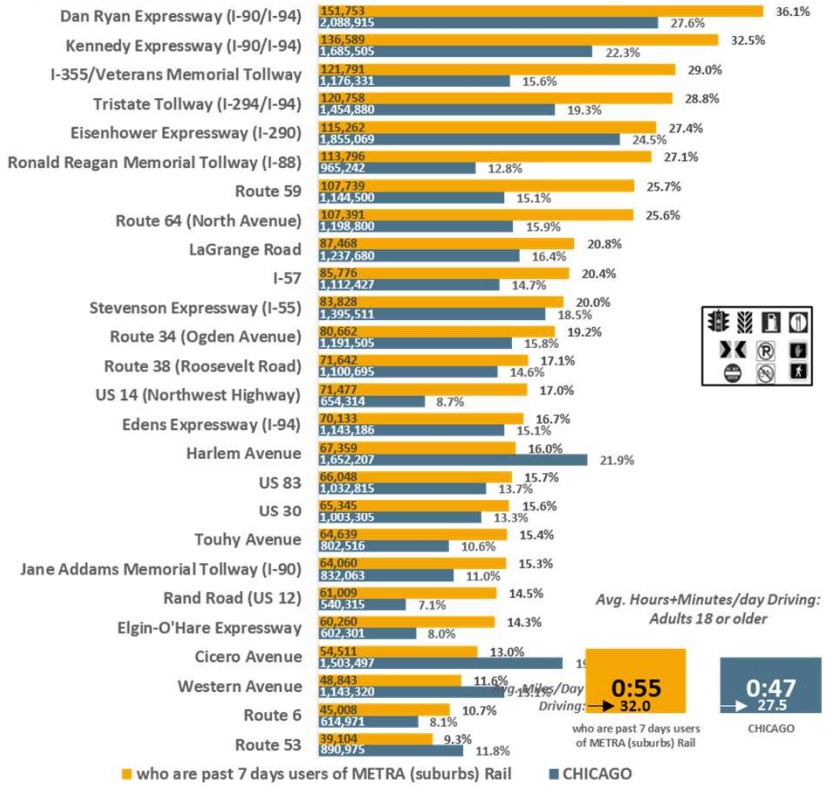
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Traveled by Acela/other Amtrak train past 12 mo: Other Amtrak train

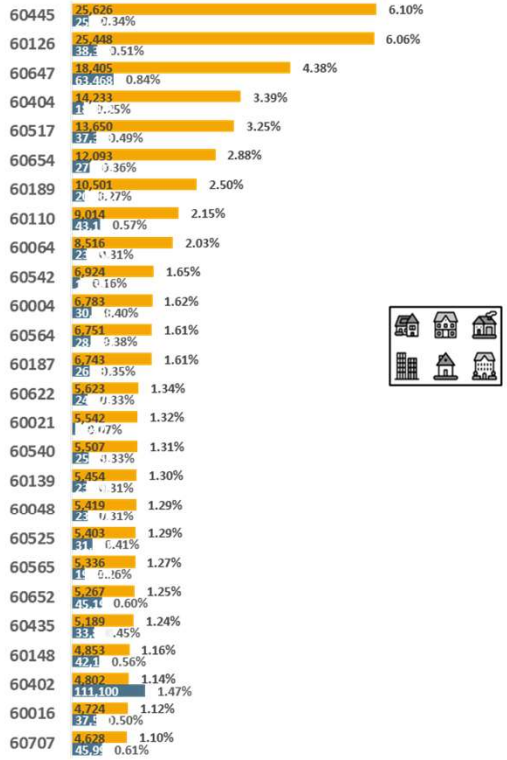


332,200 or 79.1% of Adults 18 or older who are past 7 days users of METRA (suburbs) Rail spend an average of 55. minutes per day driving an average of 32. miles each day and are 112.2% more likely to use Ronald Reagan Memorial Tollway (I-88) than the Metr

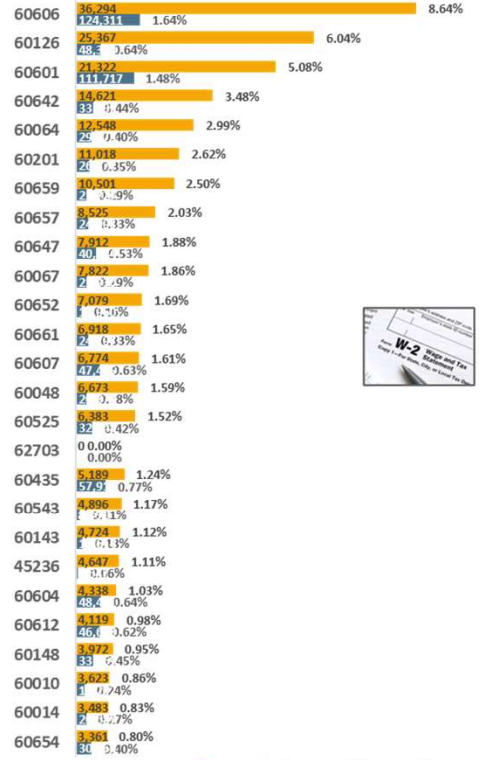
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

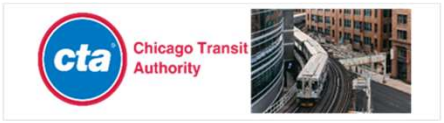


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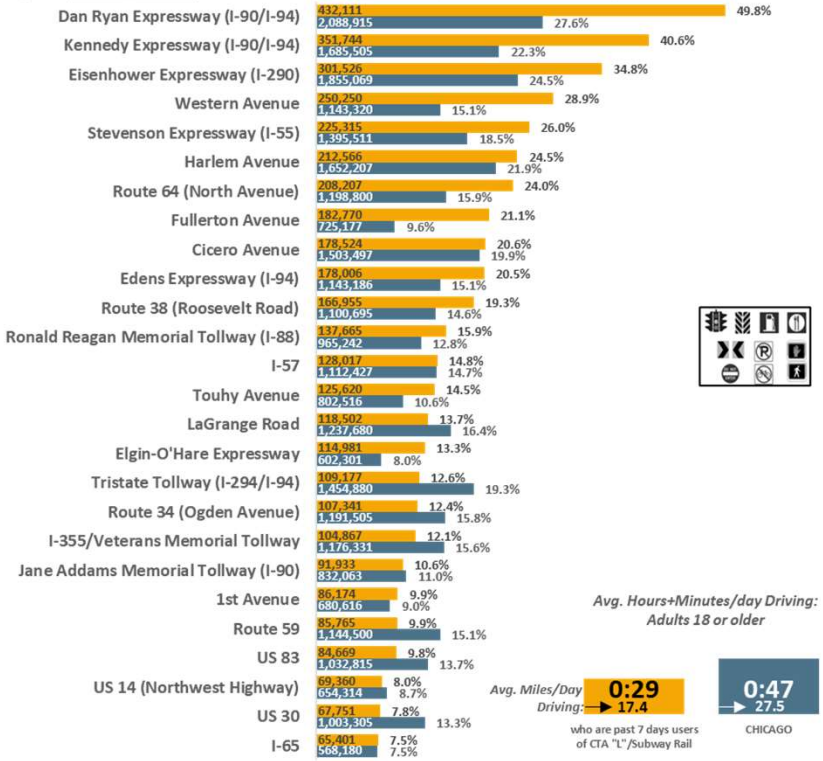
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Mode of transportation past 7 days (any purpose): Metra (suburbs)



496,716 or 57.3% of Adults 18 or older who are past 7 days users of CTA "L"/Subway Rail spend an average of 29.9 minutes per day driving an average of 17.4 miles each day and are 119.6% more likely to use Fullerton Avenue than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



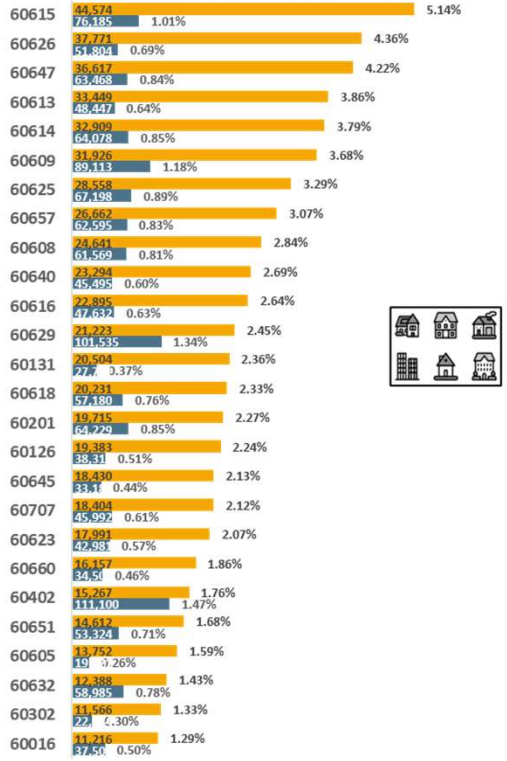
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 17.4

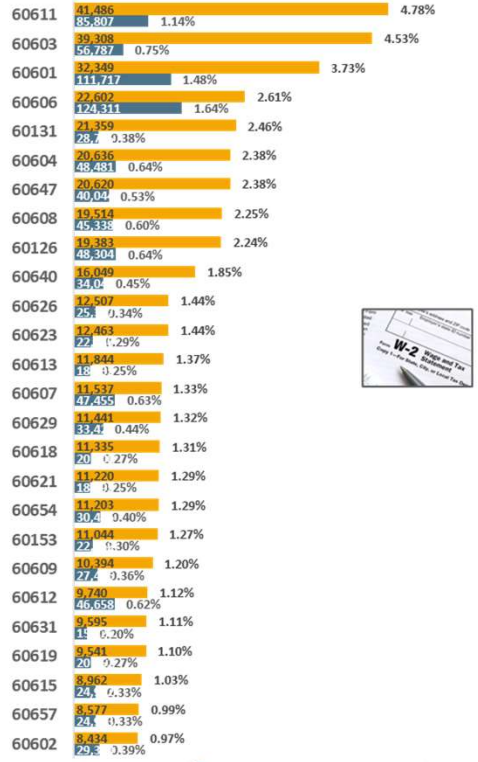
0:29 who are past 7 days users of CTA "L"/Subway Rail

0:47 (27.5) CHICAGO

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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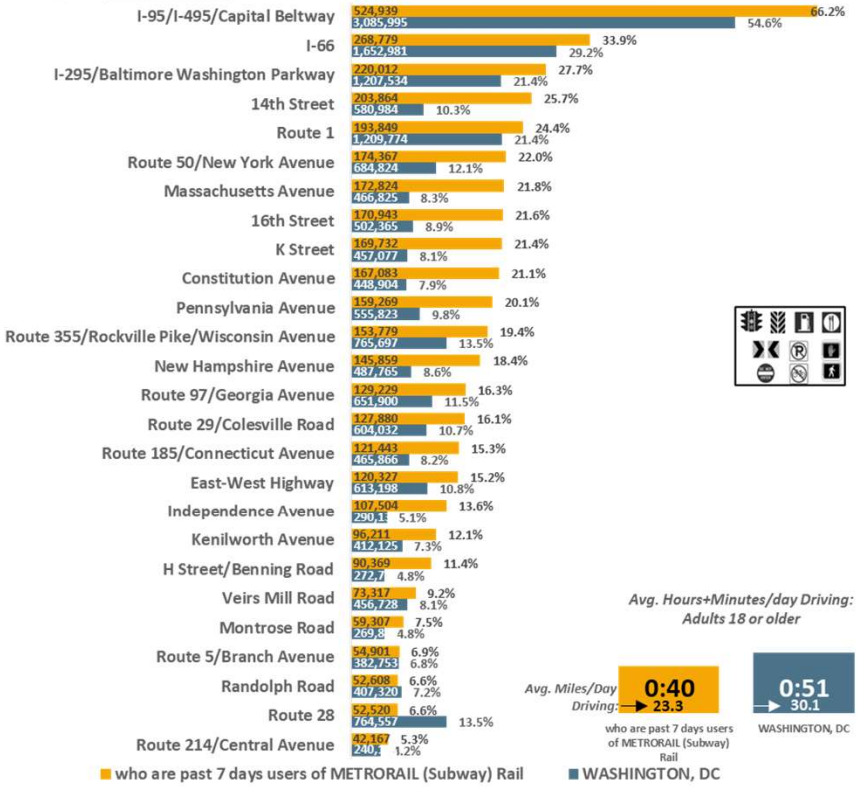
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Mode of transportation past 7 days (any purpose): CTA 'L'/Subway (Chicago)



593,761 or 74.9% of Adults 18 or older who are past 7 days users of METRORAIL (Subway) Rail spend an average of 40.1 minutes per day driving an average of 23.3 miles each day and are 165.4% more likely to use Constitution Avenue than the Metro average.

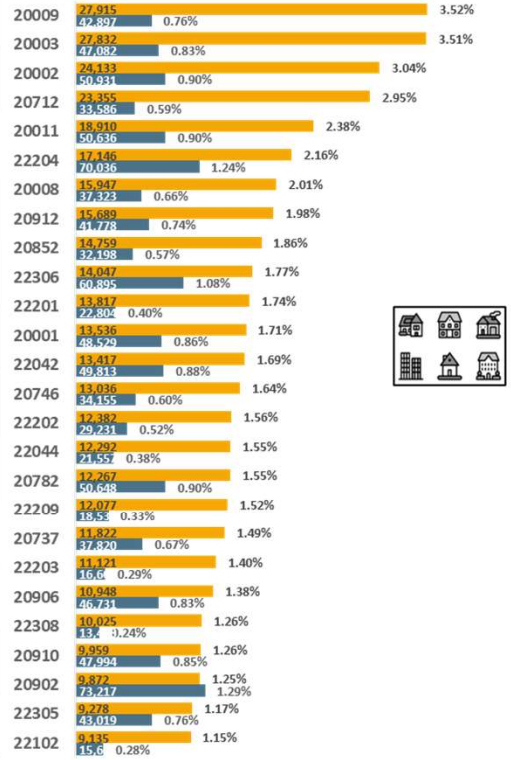
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



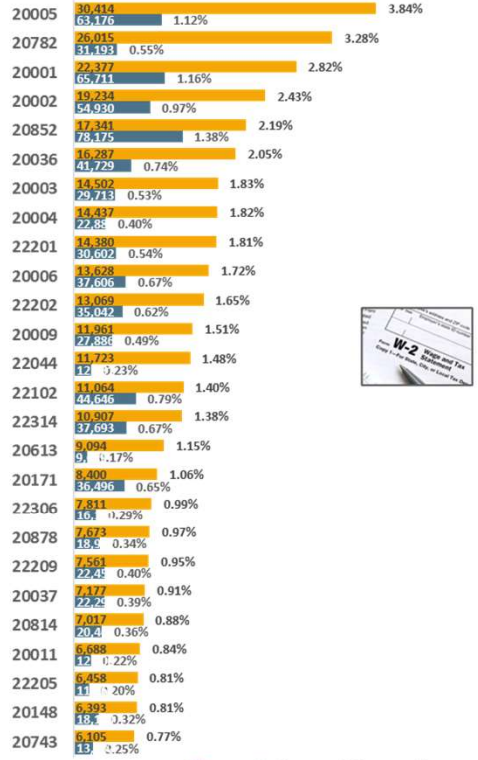
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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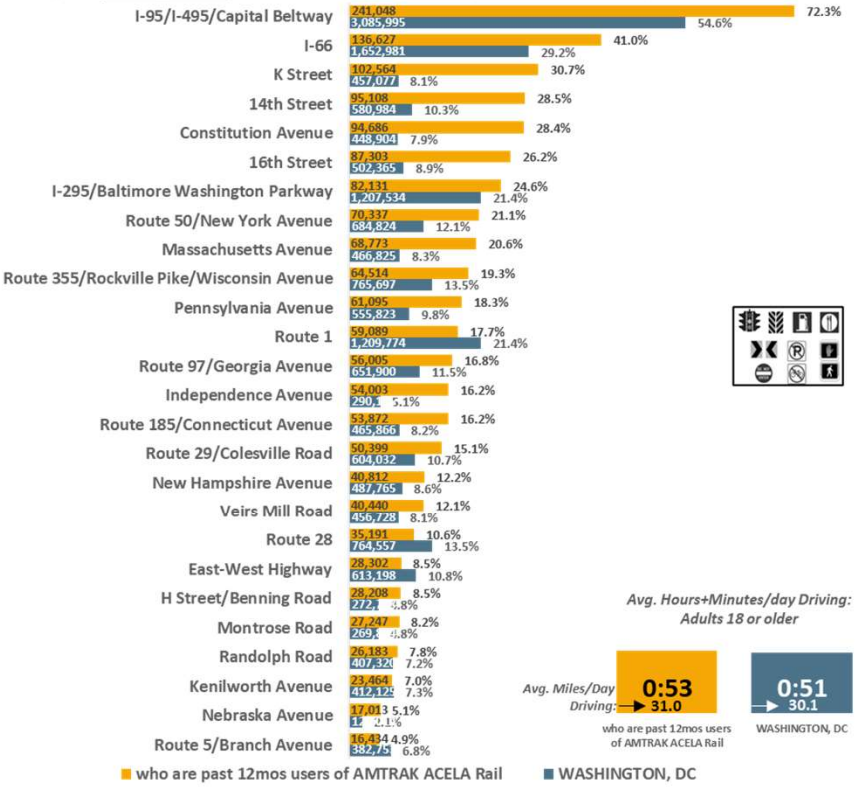
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Mode of transportation past 7 days (any purpose): Metrorail (subway)



255,399 or 76.6% of Adults 18 or older who are past 12mos users of AMTRAK ACELA Rail spend an average of 53.2 minutes per day driving an average of 31. miles each day and are 280.4% more likely to use K Street than the Metro average.

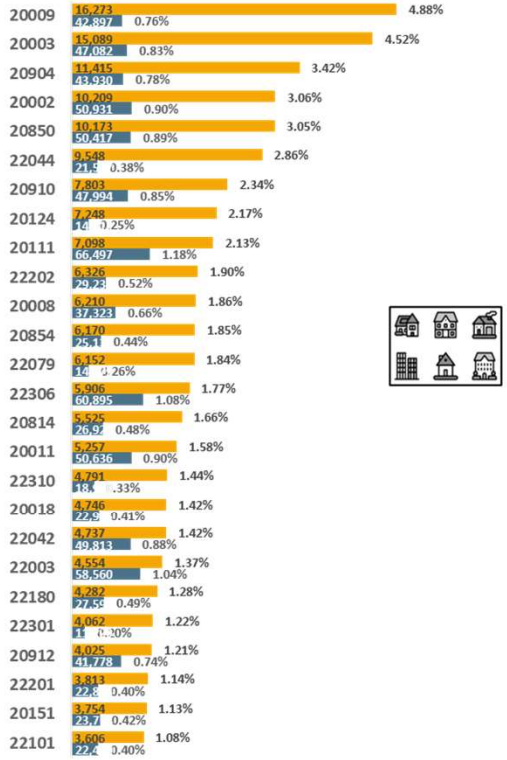
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



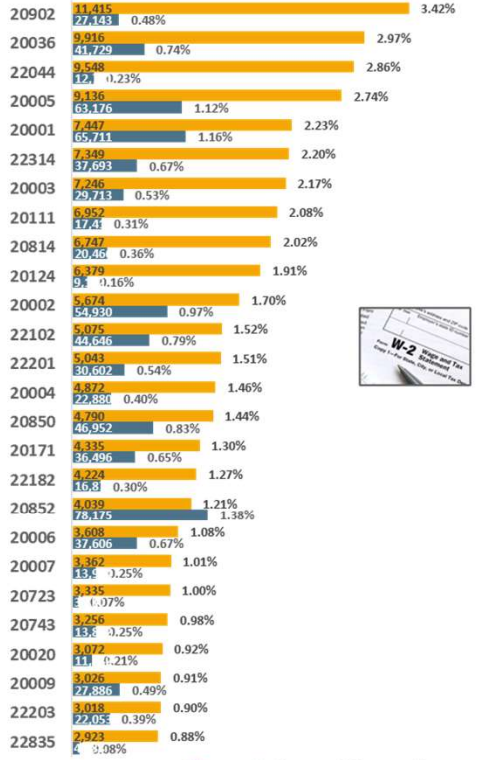
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 316

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Traveled by Acela/other Amtrak train past 12 mo: Acela



634,406 or 78.% of Adults 18 or older who are past 12mos users of OTHER AMTRAK Rail spend an average of 56. minutes per day driving an average of 32.6 miles each day and are 105.2% more likely to use Constitution Avenue than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

	who are past 12mos users of OTHER AMTRAK Rail		WASHINGTON, DC	
I-95/I-495/Capital Beltway	525,270	64.6%	3,085,995	54.6%
I-66	283,243	34.8%	1,652,981	29.2%
I-295/Baltimore Washington Parkway	174,968	21.5%	1,207,534	21.4%
14th Street	158,066	19.4%	580,984	10.3%
Route 1	149,593	18.4%	1,209,774	21.4%
16th Street	143,066	17.6%	502,365	8.9%
Constitution Avenue	132,522	16.3%	448,904	7.9%
Massachusetts Avenue	125,206	15.4%	466,825	8.3%
K Street	124,648	15.3%	457,077	8.1%
Route 50/New York Avenue	115,978	14.3%	684,824	12.1%
Route 355/Rockville Pike/Wisconsin Avenue	115,195	14.2%	765,697	13.5%
New Hampshire Avenue	111,031	13.6%	487,765	8.6%
Route 185/Connecticut Avenue	105,073	12.9%	465,866	8.2%
Pennsylvania Avenue	97,879	12.0%	555,823	9.8%
Route 29/Colesville Road	93,306	11.5%	604,032	10.7%
Route 97/Georgia Avenue	92,285	11.3%	651,900	11.5%
East-West Highway	82,406	10.1%	613,198	10.8%
Independence Avenue	79,579	9.8%	290,1[illegible]	5.1%
Veirs Mill Road	68,580	8.4%	456,728	8.1%
Route 28	57,305	7.0%	764,557	13.5%
H Street/Benning Road	53,005	6.5%	272,7[illegible]	4.8%
Route 301	45,056	5.5%	476,863	8.4%
Randolph Road	43,001	5.3%	407,320	7.2%
Route 5/Branch Avenue	41,411	5.1%	382,753	6.8%
Route 15	36,099	4.4%	379,676	6.7%
Montrose Road	35,586	4.4%	269,8[illegible]	4.8%

Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 32.6

0:56 — who are past 12mos users of OTHER AMTRAK Rail

0:51 → 30.1 — WASHINGTON, DC

Top-26 Residential Zip Codes: Adults 18 or older

20001	22,318	2.74%	48,529	0.86%
20009	21,337	2.62%	42,897	0.76%
22202	18,854	2.32%	29,231	0.52%
20912	18,350	2.26%	41,778	0.74%
20003	17,487	2.15%	47,082	0.83%
20008	16,371	2.01%	37,323	0.66%
20904	16,294	2.00%	43,930	0.78%
20151	16,052	1.97%	23,774	0.42%
20019	15,918	1.96%	43,052	0.76%
20111	15,812	1.94%	65,497	1.18%
22204	15,485	1.90%	70,036	1.24%
20910	13,001	1.60%	47,994	0.85%
20011	12,810	1.57%	50,636	0.90%
22201	12,744	1.57%	22,804	0.40%
20850	12,539	1.54%	50,417	0.89%
20002	12,212	1.50%	50,931	0.90%
22044	11,980	1.47%	21,557	0.38%
20737	11,796	1.45%	37,820	0.67%
22304	11,180	1.37%	33,053	0.58%
20782	9,686	1.19%	50,648	0.90%
20176	9,423	1.16%	50,332	0.89%
22042	9,259	1.14%	49,813	0.88%
25430	8,678	1.07%	14,12[illegible]	0.25%
22209	8,454	1.04%	18,534	0.33%
22003	8,251	1.01%	58,560	1.04%
20814	8,175	1.00%	26,921	0.48%

Top-26 Employment Zip Codes: Adults 18 or older

20001	23,537	2.89%	65,711	1.16%
20151	21,202	2.61%	44,259	0.78%
20005	17,794	2.19%	63,176	1.12%
20902	12,957	1.59%	27,143	0.48%
20111	12,104	1.49%	17,41[illegible]	0.31%
22044	11,980	1.47%	12,[illegible]	0.23%
20036	11,771	1.45%	41,729	0.74%
20004	11,106	1.37%	22,880	0.40%
22203	10,897	1.34%	22,05[illegible]	0.39%
20002	10,225	1.26%	54,930	0.97%
22314	10,186	1.25%	37,693	0.67%
20007	10,166	1.25%	13,[illegible]	0.25%
20003	9,372	1.15%	29,713	0.53%
20910	9,168	1.13%	26,482	0.47%
22201	9,090	1.12%	30,602	0.54%
20009	8,127	1.00%	27,886	0.49%
22209	8,060	0.99%	22,45[illegible]	0.40%
20012	6,616	0.81%	11,[illegible]	0.21%
22015	6,584	0.81%	14,[illegible]	0.26%
20814	6,520	0.80%	20,46[illegible]	0.36%
20181	6,429	0.79%	8,[illegible]	0.14%
20743	6,105	0.75%	13,[illegible]	0.25%
20112	5,801	0.71%	11,[illegible]	0.21%
20006	5,729	0.70%	37,606	0.67%
20110	5,693	0.70%	28,800	0.51%
20852	5,593	0.69%	78,175	1.38%

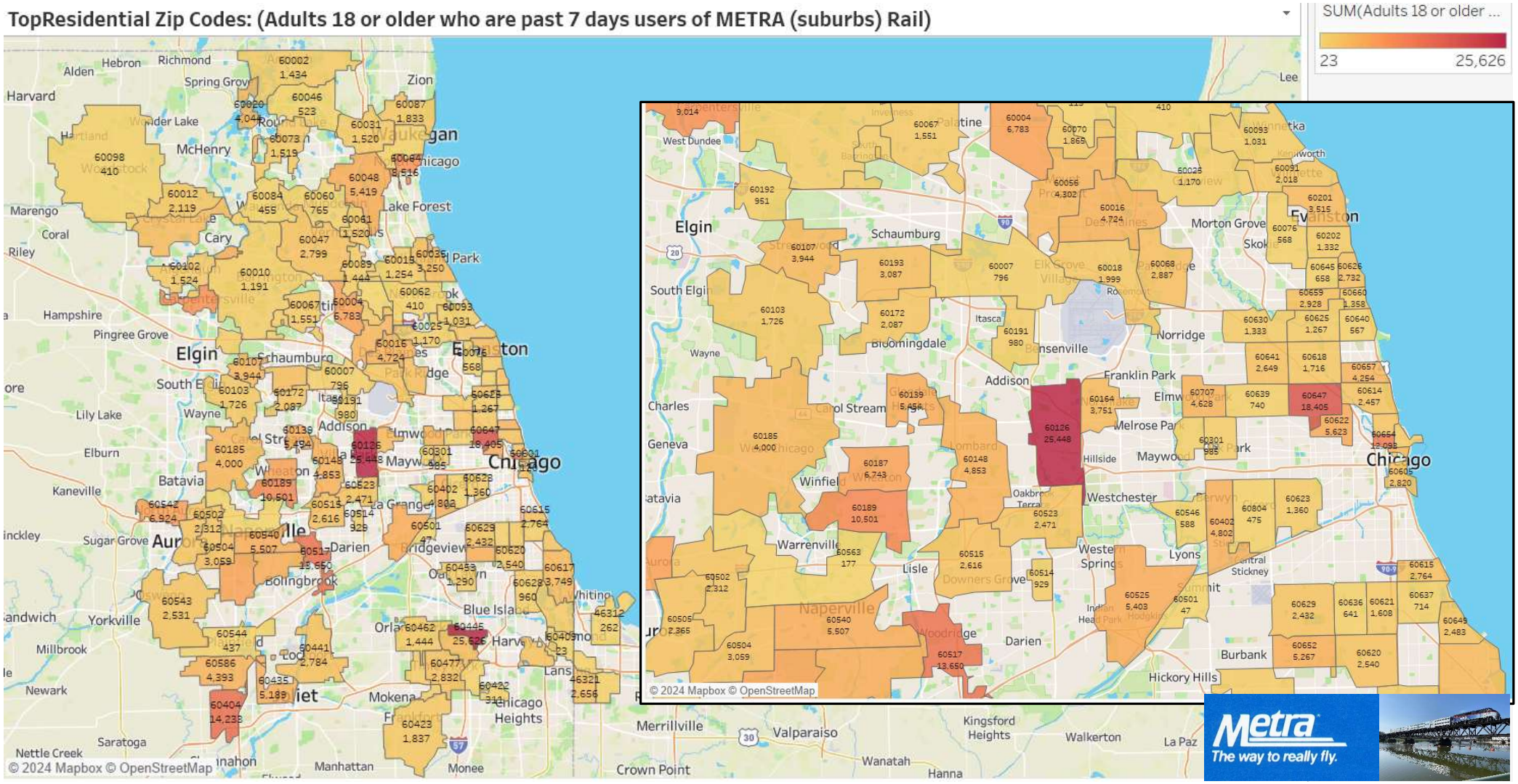


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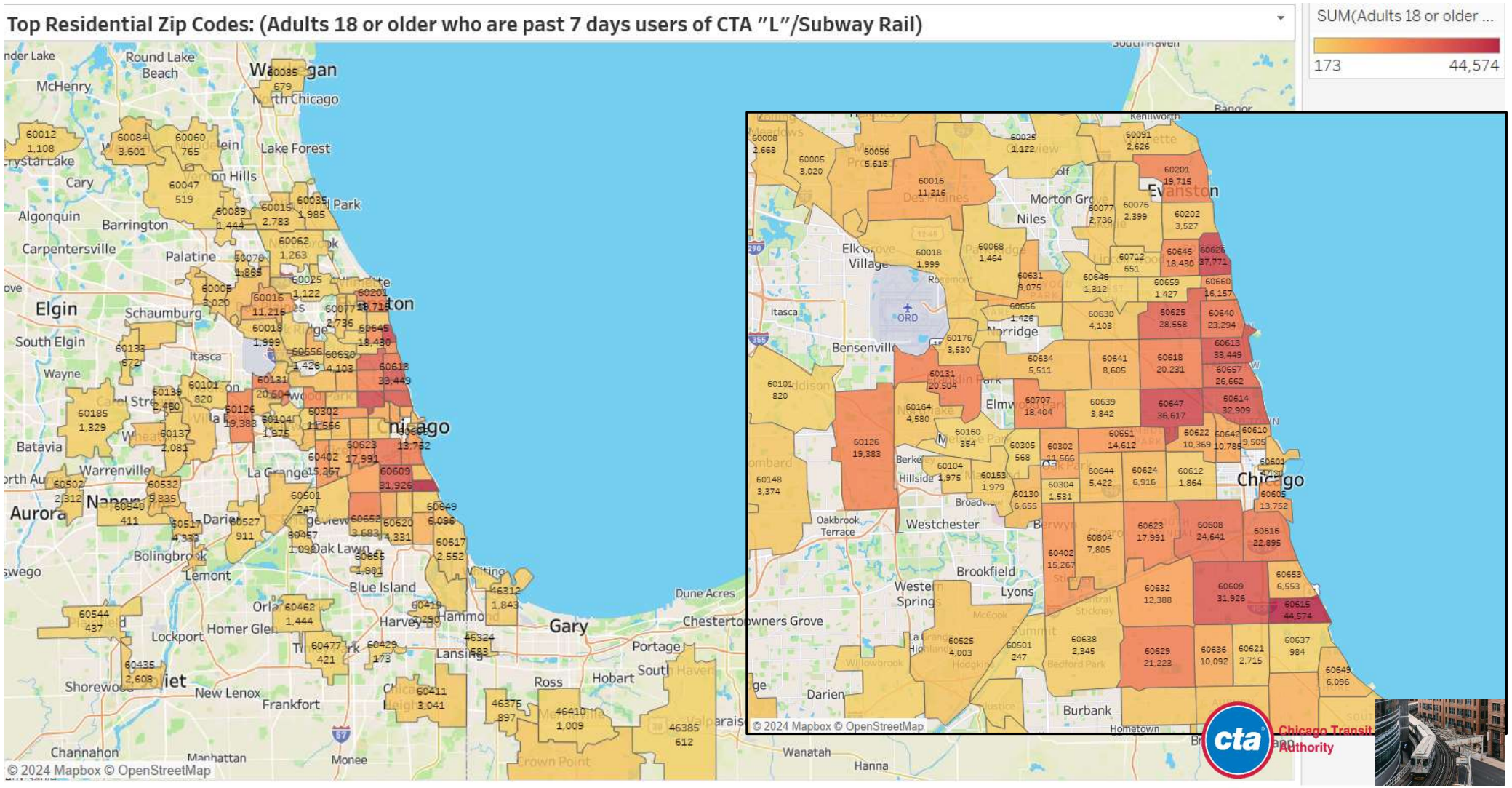
Traveled by Acela/other Amtrak train past 12 mo: Other Amtrak train



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Mode of transportation past 7 days (any purpose): Metra (suburbs)

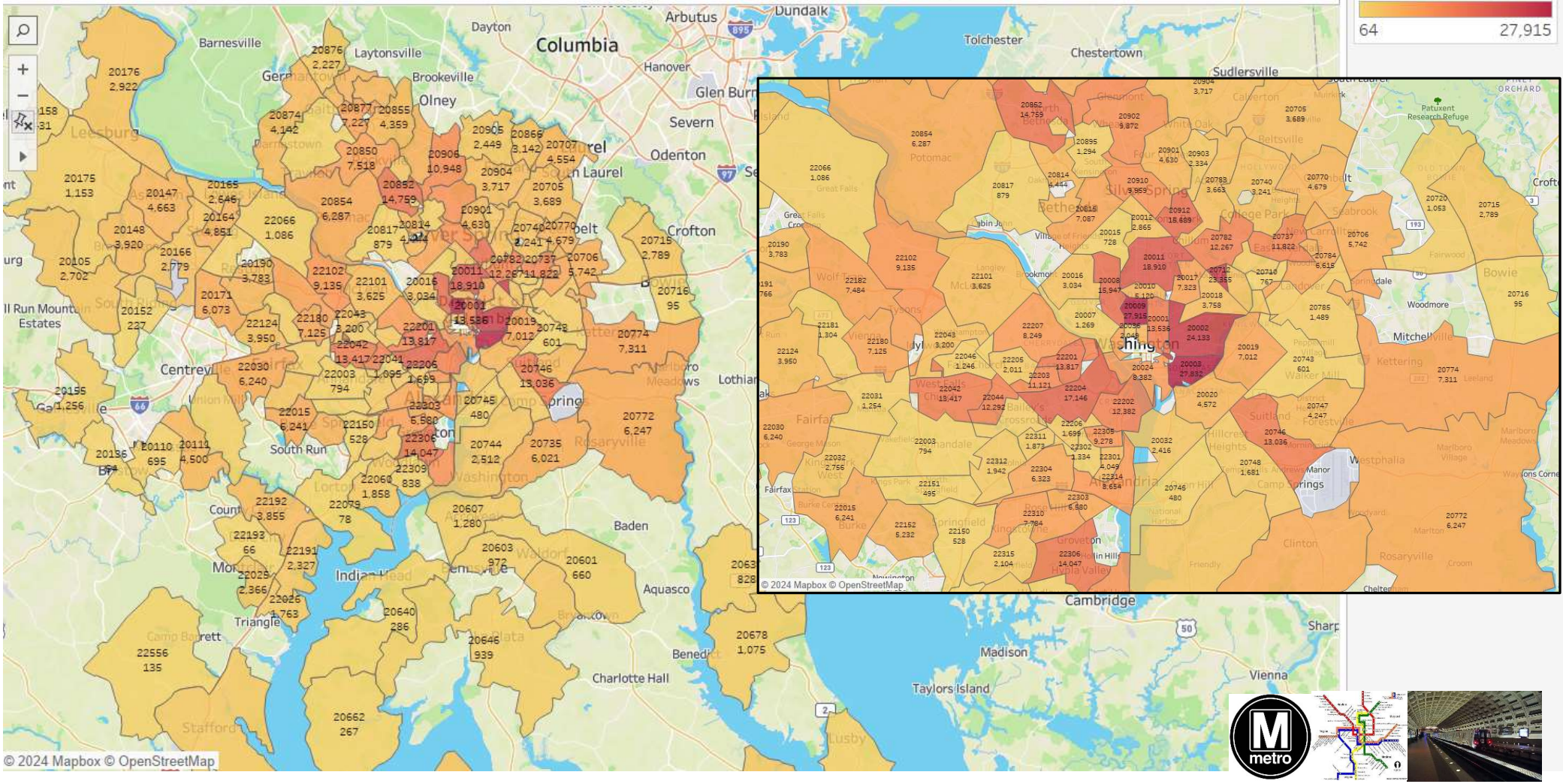


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Mode of transportation past 7 days (any purpose): CTA 'L'/Subway (Chicago)

Top Residential Zip Codes: (Adults 18 or older who are past 7 days users of METRORAIL (Subway) Rail)

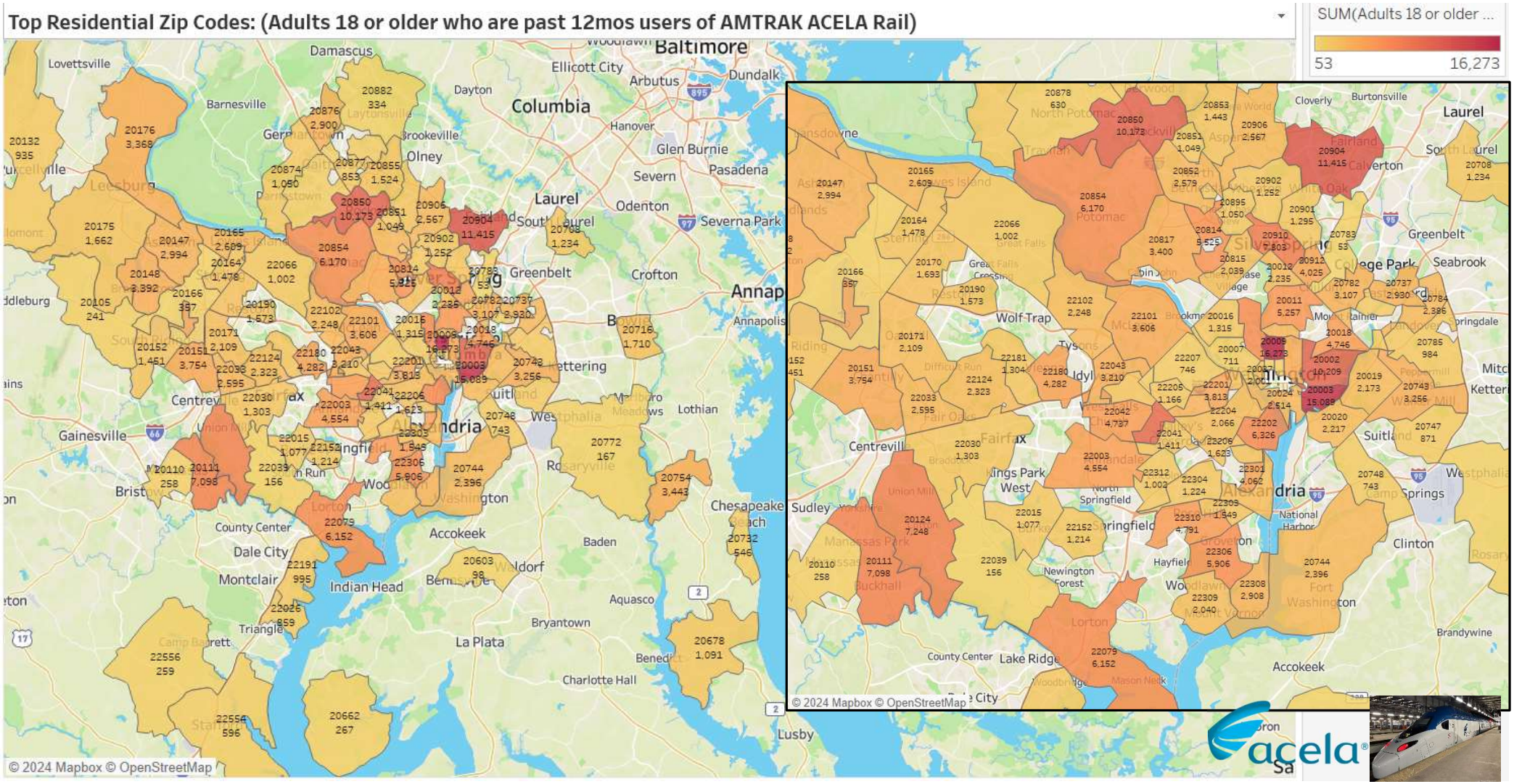


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Mode of transportation past 7 days (any purpose): Metrorail (subway)

Top Residential Zip Codes: (Adults 18 or older who are past 12mos users of AMTRAK ACELA Rail)

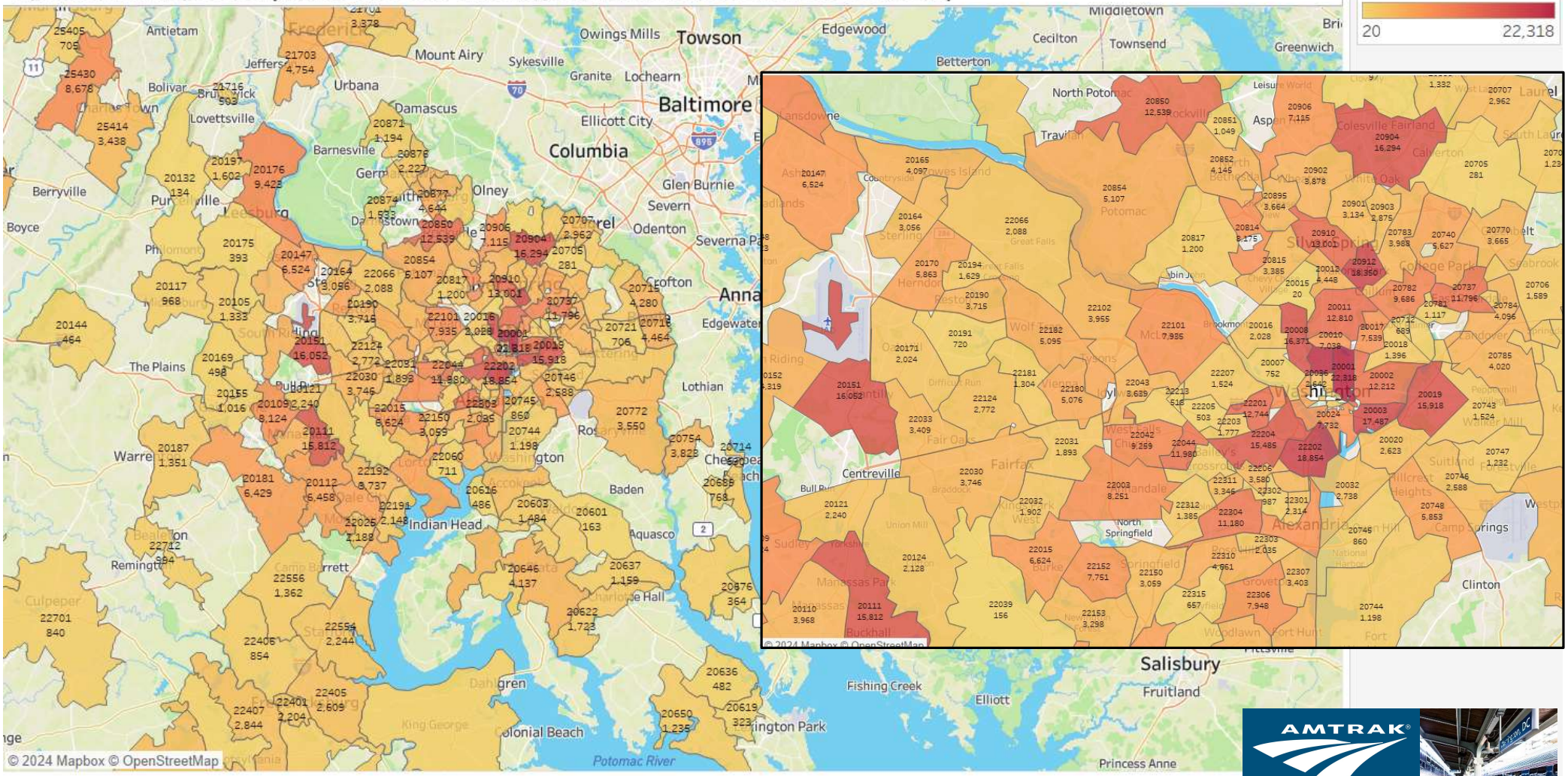


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Traveled by Acela/other Amtrak train past 12 mo: Acela

Top Residential Zip Codes: (Adults 18 or older who are past 12mos users of OTHER AMTRAK Rail)



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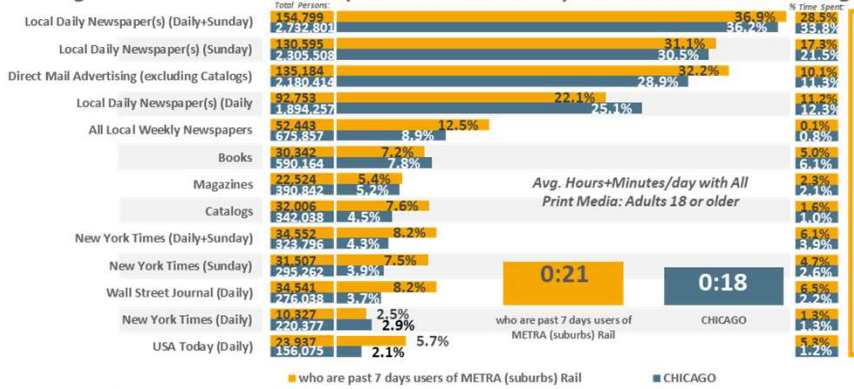
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Traveled by Acela/other Amtrak train past 12 mo: Other Amtrak train

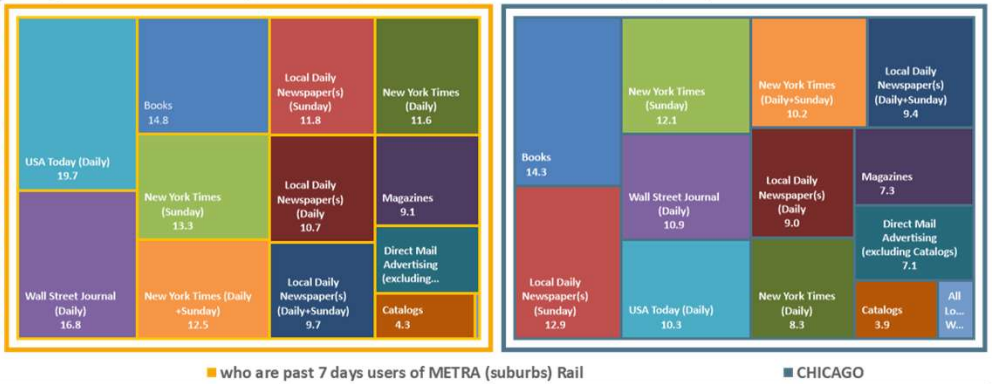


154,799 or 36.9% of Adults 18 or older who are past 7 days users of METRA (suburbs) Rail read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 30.% of all time spent daily with All forms of Print Media.

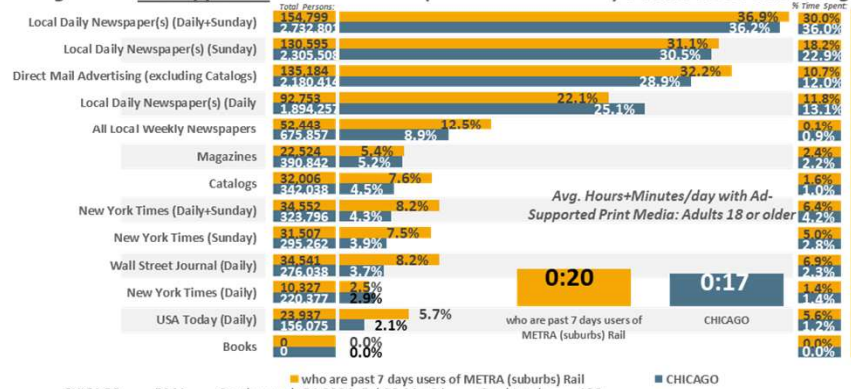
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



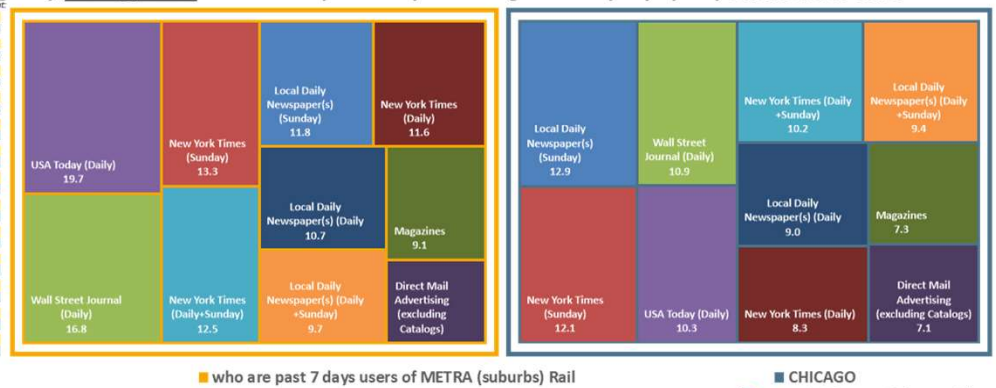
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

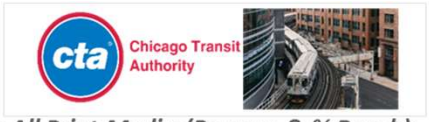


CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 189

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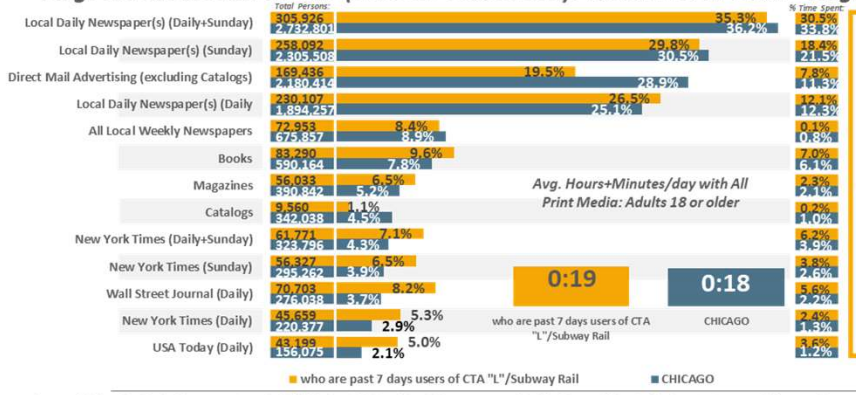
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Mode of transportation past 7 days (any purpose): Metra (suburbs)

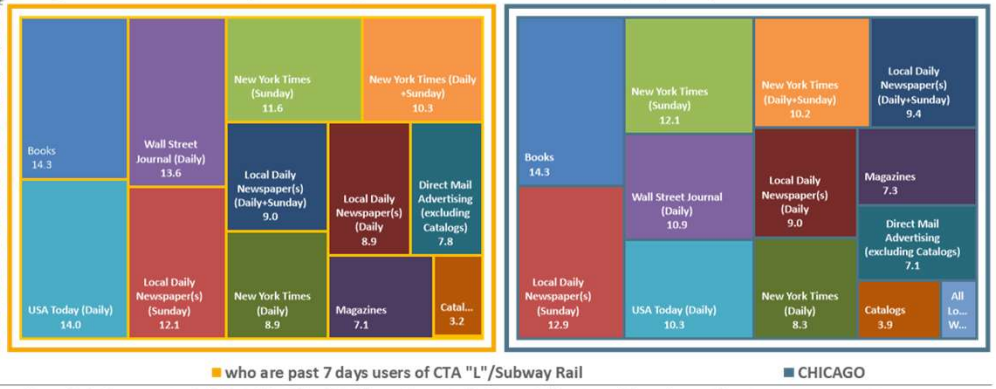


305,926 or 35.3% of Adults 18 or older who are past 7 days users of CTA "L"/Subway Rail read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 32.7% of all time spent daily with All forms of Print Media.

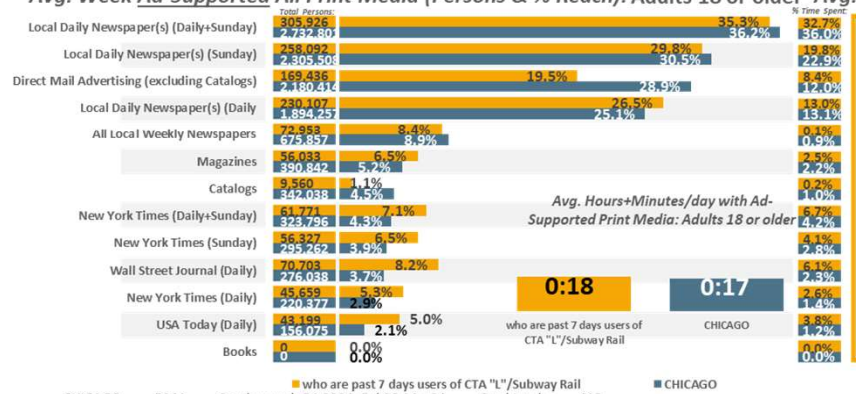
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



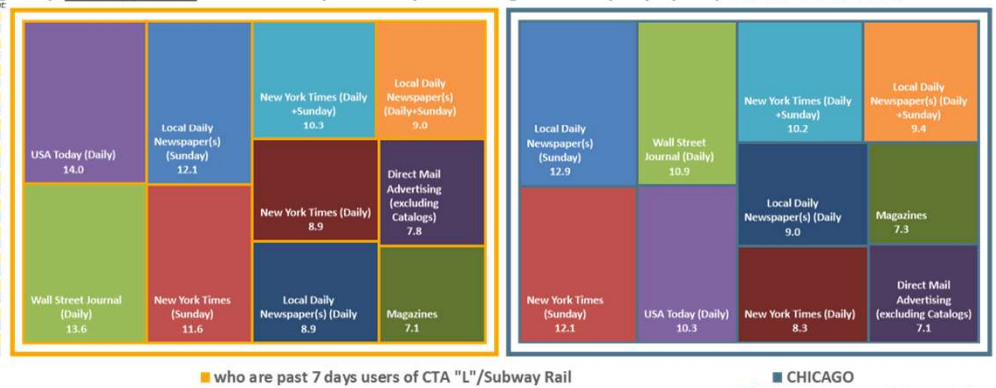
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 413

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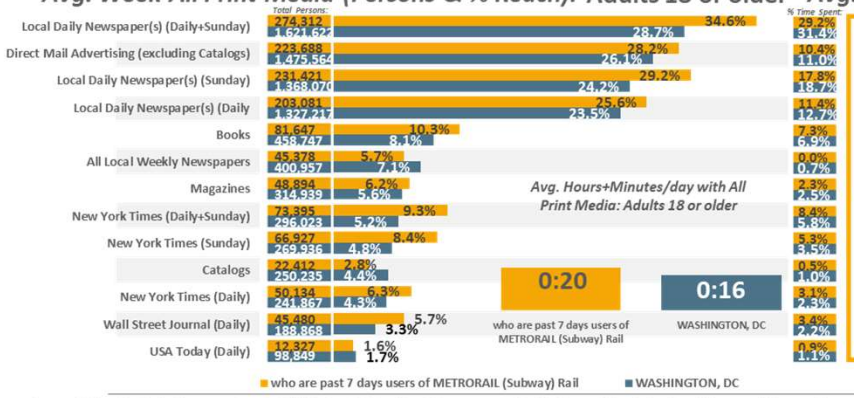
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Mode of transportation past 7 days (any purpose): CTA 'L'/Subway (Chicago)



274,312 or 34.6% of Adults 18 or older who are past 7 days users of METRORAIL (Subway) Rail read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 31.5% of all time spent daily with All forms of Print Media.

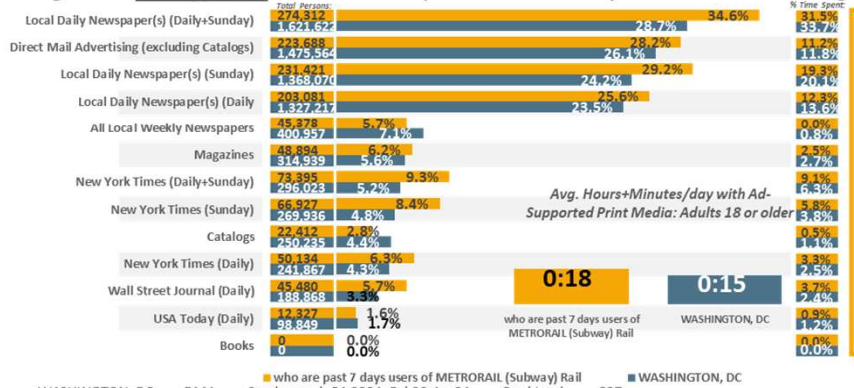
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



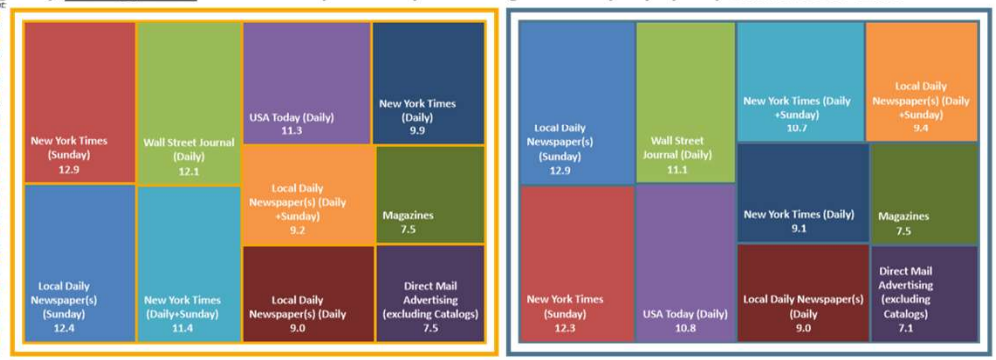
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 807

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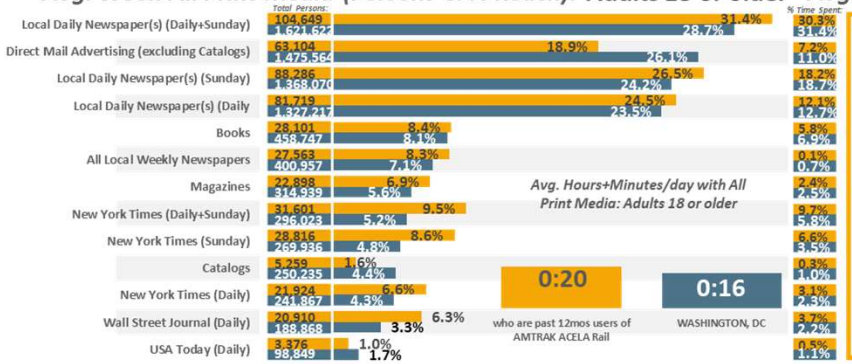
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Mode of transportation past 7 days (any purpose): Metrorail (subway)

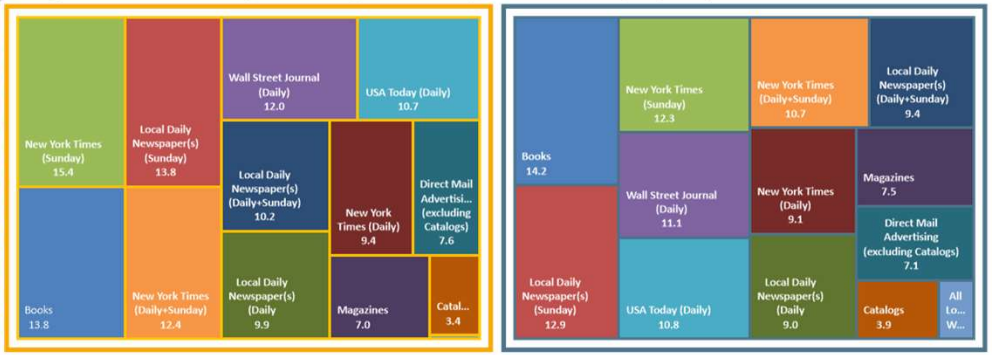


104,649 or 31.4% of Adults 18 or older who are past 12mos users of AMTRAK ACELA Rail read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 32.2% of all time spent daily with All forms of Print Media.

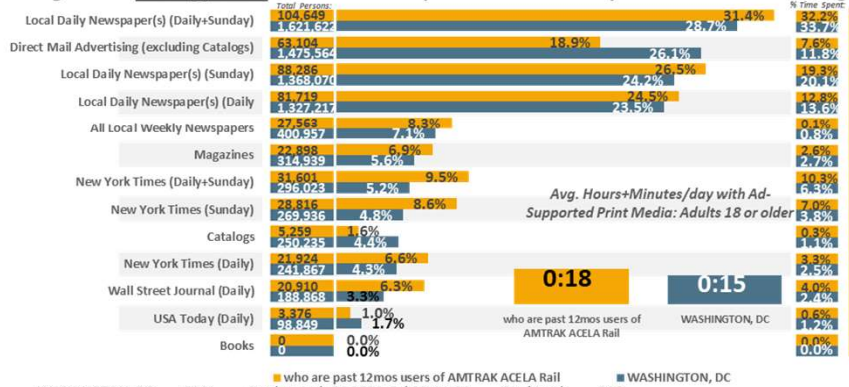
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



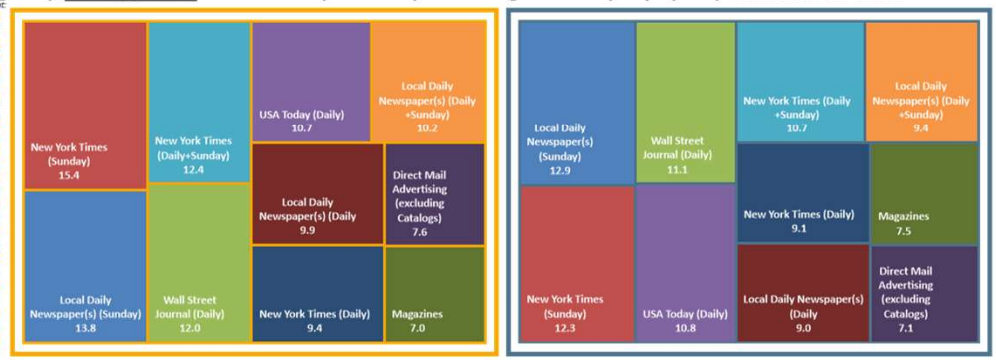
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 316

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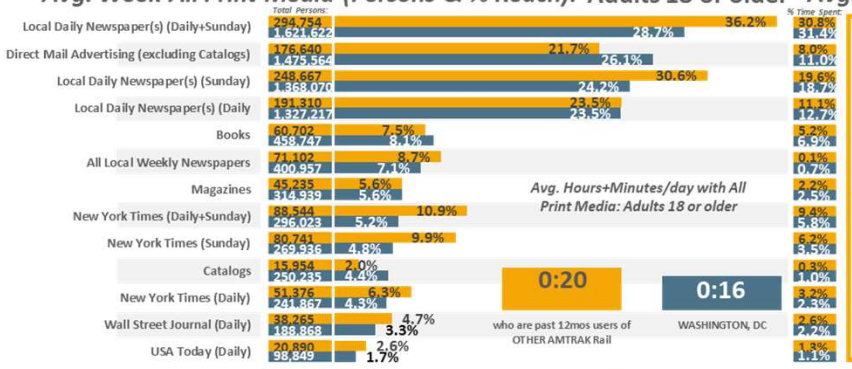
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Traveled by Acela/other Amtrak train past 12 mo: Acela



294,754 or 36.2% of Adults 18 or older who are past 12mos users of OTHER AMTRAK Rail read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 32.5% of all time spent daily with All forms of Print Media.

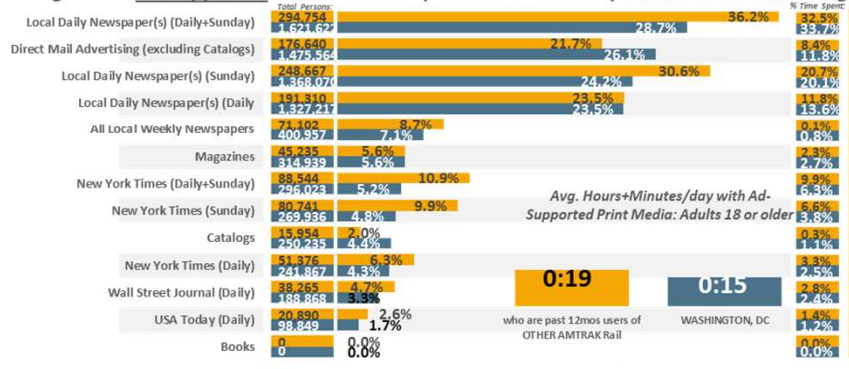
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



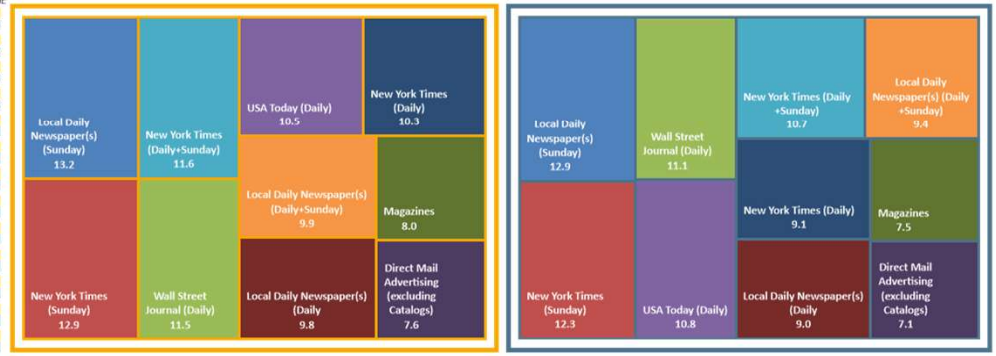
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 766

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Traveled by Acela/other Amtrak train past 12 mo: Other Amtrak train